

Plain Talks

GULF STATES UTILITIES CO.
JUNE, 1958



In This Issue:

- Facts About Financing
- A Salute to the Evangeline Country

Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Alton Young, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Don Hinkle, contributing editor.

JIM TURNER, EDITOR

Supposedly to celebrate its 25th anniversary, the Tennessee Valley Authority last month staged a gigantic publicity drive covering all of its many commercial operations.

By coincidence, the big build-up took place as the pending TVA revenue bond legislation was scheduled for discussion before Congress.

While the publicity releases contained no specific references to the pending TVA bond legislation, they certainly dealt with matters of political controversy. Some of the press releases were entitled "The Electric Rate 'Experiment'—How Has It Fared?" "TVA and Taxes—Here Are the Facts;" and "TVA's Modern Steam Plants." All described in dramatic, self-congratulatory style the great and good TVA system where the fertilizer doesn't have the odor of profit; where beautiful man-made lakes offer good fishing and recreation for the children of farmers who were flooded out by TVA, and last but not least, where TVA won World War II and helped keep communism out of South Korea.

This was a well-organized and professionally administered campaign. It probably received wide coverage throughout the nation. It should have. TVA has a large, well-trained public relations staff. The cost of the campaign was borne by electric consumers in the Tennessee Valley and by every American taxpayer.

There ain't no justice!

Only recently the Internal Revenue Service handed down a ruling that in-

vestor-owned, business-managed electric utilities like Gulf States could not charge to operating expenses the cost of advertising which bears on "matters in the area of political controversy, viz., 'private power vs. public power'."

In other words our company can't defend itself against government encroachment in the electric utility industry. Not as a tax-deductible item of expense, we can't, says the IRS.

Here is a classic example of government applying one set of rules to itself (TVA) and another set of rules to free enterprise.

As a direct result of the barrage of TVA anniversary publicity, members of Congress may have decided to vote for the bond legislation which would enable TVA to bypass Congress and finance its construction program and expansion into states now being served by business-managed free enterprising electric utilities.

Does this constitute a threat to the electric utilities in the area and the electric utility industry as a whole?

Well, back in 1933 before TVA came into being, there were 21 electric utilities operating in the valley. They are all gone today.

We think that the Internal Revenue Service ruling was hasty and that thoughtful people will agree that the electric companies' advertising programs are an "ordinary and necessary" business expense.

JST



June, 1958

Vol. 36, No. 6

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairieville; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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Treasurer

OUR COVER



Vacation Time! This is the wonderful time of the year when everybody is a little more restless, a little more dreamy-eyed when a laden car cruises by filled with smiling, expectant faces. For the J. L. Clement family the dream is realized. Mr. Clement, commercial sales representative in Baton Rouge, and compatriots load their station wagon for the cover picture we proudly dedicate to all those Gulf Staters who will become temporary Gypsies along the highways of vacationland America this summer. Have a swell trip! And remember, accidents still happen on the highways — use your safety training.

The Largest Financing Action In Company History Sees \$30,000,000 In Securities Sold To Finance Construction

In the largest financing action of its history, our Company sold over \$30 million worth of securities at competitive bidding in New York, May 19.

In this action, \$20 million principal amount of First Mortgage Bonds—4% Series due 1988—and 240,000 shares of Common Stock were sold.

A portion of these sales will pay off the \$15.2 million short-term notes which provide part of the funds for our record 1958 construction program. The remainder will carry the program into the latter part of this year.

An estimated \$110 million is needed for construction in 1958 and 1959 to meet the tremendous increase in demand for electric power throughout our 28,000 square-mile service area.

At the end of this year, \$300 million will have been invested in the past ten years for construction of new offices, generating stations, substations, transmission lines and all the other service facilities necessary to keep plenty of dependable power ready to serve the fast-growing area we serve. Over \$200

million of this amount was received through sale of additional securities—\$62 million in the past 12 months.

Our Board of Directors awarded Lehman Brothers of New York the \$20 million Mortgage Bond issue. Lehman Brothers headed one of five groups of underwriters who submitted bids for the Bond purchase.

Merrill, Lynch, Pierce, Fenner & Smith and Lehman Brothers were awarded the Common Stock issue.

After clearing with the Federal Securities and Exchange Commission, and being approved by the Federal Power Commission, the Bonds were offered to the public May 27 at 102.655% of the principal, to yield 3.85%. The Common Stock is being sold at \$43 $\frac{1}{8}$ per share.

For more information on the financing cycle of an operating electric utility like ours, read pages 2 and 3.

The

Financing

Cycle

This month's Page I story describes our Company's largest financing undertaking to date. Gulf Staters, many of whom are now investors in our corporation through ownership of stock in the Thrift Plan, may be interested in learning some of the procedures which accompany every such action by investor-owned companies like ours.

Two regulatory bodies, the Federal Power Commission (FPC) and the Federal Securities and Exchange Commission (SEC), prescribe the route each of these security transactions must follow.

The FPC has jurisdiction over the issuance and sale of the Company's securities and its financing transactions. The Company submits a detailed Application to the FPC which is the subject of a thorough study over a period of 30 days by the Commission and its Staff. It checks each step or proposed step to see how the Company intends to carry out its financing plan and then polices the entire transaction to see that the sale complies with the Company's plan and the Commission's regulations.

The SEC is responsible for the protection of investors who ultimately buy the Company's Bonds and Stocks. Therefore, the Company is required to file a great deal of factual information with the SEC which must comply with the Commission's strict regulations. At the end of 20 days, if the SEC decides that the Company has complied with all requirements, it issues an order authorizing the Company to proceed with its financing plans.

Transaction Publicized

Meanwhile, the newspapers have carried information that the Company proposes to issue and sell additional securities. Bidding groups, consisting of investment bankers and underwriting houses, are formed to submit bids on the Company's securities. During this period the Company's Bonds and Stock are checked to see if they meet the requirements of the Security or "Blue Sky Laws" of vari-

ous states in which the successful bidding group proposes to sell the securities.

When the FPC and the SEC have given their tentative approvals, an Invitation for Bids is published in newspapers stating that the Company will accept bids on a certain date, time and place. During the period between the filing of financing documents with the regulatory agencies and the opening of bids, the prospective bidders, investment bankers, dealers, underwriters, and institutional investors are furnished copies of the financing documents covering the entire proposed transactions. For days they have been investigating not only our Company but also the area we serve, its operating and financial policies, forecasting probable future growth, while keeping an eye on the day-to-day money and stock markets.

In addition to the information obtained from the many financing documents, prospective bidders and other interested parties meet with several Company officers to personally discuss in detail every phase of the Company's operations.

On the day that bids are opened, a meeting is held in New York between the Company's representative and representatives of the bidding groups while our Board of Directors meet in Beaumont. The meetings are in constant communication through a special telephone connection.

Each bid, submitted in a sealed envelope, is opened and read to the Board by the Company's representative, Mr. William H. Gieseke, our vice president and secretary, in the presence of representatives of each bidding group. The Board hears the bids and they are recorded. President Nelson recommends the one most favorable to the Company and the Board votes to accept it. The Board then authorizes the Company representative to enter into a contract with the syndicate submitting the selected bid.

The next step in the procedure is for the Company representative to telephone a senior staff member of the FPC in Washington, D. C., to advise the results of the bidding for Commission consideration and then await their formal authorization to proceed with the financing. In addition, there must also be filed with the SEC the required bidding information, following which the successful bidding group makes a public offering to ultimate investors.

Bonds by the Ton

The next three days arrangements must be made to issue stock certificates to the successful stock

bidding group, which initially required approximately 2,600 certificates. Also, the \$20,000,000 Bond issue consisted of 20,000 bonds, all of which had to be signed by the Company representative. It can truly be said that our Company not only issued securities by the millions of dollars but also by the ton, since the 20,000 Bonds weighed a bit over one and a quarter tons.

Not less than seven days after opening of bids is the final closing meeting in New York, at which about 150 documents are delivered by the Company's representative. The money is turned over to the Company in exchange for the securities, which are offered for sale to the public by the investment bankers.

Timing is important in a sale of securities. The bid opening and closing dates are fixed to the exact minute. Every step is planned in advance to be ready for these dates.

Securities are listed on the New York Stock Exchange, known as the "Big Board," and sold to individual stockholders and to groups: i.e., churches, insurance companies, trust funds, estates, etc. (Our Company is owned by over 15,000 stockholders.) No individual owns as much as one percent of our outstanding stock.

In its simplest terms, a sale of securities means selling the future of our Company and its service area to people from all over the country.

Definition of Terms

Bond — An interest-bearing certificate having a fixed maturity secured by a mortgage on property.

Debenture — A long-term loan of a corporation which is not secured by pledge of specific property. The security behind this type of loan is basically the credit and reputation of the company.

Securities — Evidences of debt or of ownership, as a bond or stock certificate.

Preferred Stock — Stock entitled to a fixed dividend before dividends can be paid on Common Stock and is also entitled to a fixed amount in the event of liquidation of the company.

Common Stock — Capital stock, the risk which shares in the profit or loss of the Company.

Chambers County Celebrates The First Hundred Years

It was a ragged, beaten and mud-covered figure that knocked at the door of the William Bloodgoods in Western Chambers County that day in April, 1836.

Concealing her fright, Mrs. Bloodgood asked what he wanted. Using Spanish, he begged for food and a place to rest for awhile. She answered, in his native tongue, that he was welcome and led him into her kitchen.

After eating and drinking his fill, he graciously thanked her and left.

Mrs. Bloodgood learned later that her guest had been Antonio Lopez de Santa Anna, the Mexican general who had been defeated that morning at San Jacinto by the Army of the Republic of Texas.

This is only one of the many events which make up 100 years of history of Chambers County, Texas. The County, as proud of its colorful past as any area served by our Company, last month celebrated its 100th birthday in a six-day pageant, May 12-17.

Mr. and Mrs. M. E. Kelly show how it may have been when Stephen F. Austin's "300" moved to Texas in their covered wagons. Their three-year-old daughter Scharlene sleeps after a long day on the trail. Mr. Kelly is our serviceman in Anahuac.



Chambers was made a separate county August 2, 1858, by the Seventh Legislature of the State of Texas.

Though many stories are told about the region before 1745, there are few facts on record. It is certain that the area was populated by wandering Indians of the Karankawas, Guapite, Coopane and other tribes. The Karankawas were known to have been cannibalistic.

A Spanish mission was built north of Wallisville to civilize these peoples and was named Nuestra Senora de la Luz (Our Lady of Light). It was abandoned in 1772.

The county was named for Thomas Jefferson Chambers, a native of Orange County, Virginia — youngest son in a family of 20 children.

Chambers had heard stories of Texas and the West all his childhood, so when he was grown he decided this was the place for him. He made his way to New Orleans and then to Vera Cruz, Mexico, where he began to study law. In four years, 1830, he had his license to practice law and was granted Mexican citizenship. In 1834, he became First Supreme Judge of the Superior Judicial Circuit of Texas — salary \$3,000 a year.

The first year's salary was paid in grant of 30 leagues of land, valued at \$100 per league. Two and a half leagues of this grant was at the mouth of the Trinity River.

Shortly after his appointment he settled on the Trinity land and built a residence called Chambersea.

On March 15, 1865, he had returned to Chambersea from a business trip and was resting in his favorite chair in his library holding his six-month-old daughter, when he was shot through an open window at his back.



This shows Chambersea as it was in the 1800's. All from the stair case to the left side has been torn away now.

The assassin was never caught.

County residents included in their celebration a pageant each of the five nights, that depicted the "First One Hundred Years." Represented were scenes from the wandering tribes of Indians, through the War for Independence and two world wars, the life of Mr. Chambers, the church, schools and the Roaring Twenties.

Everyone dressed as pioneers for the festivities—women in long dresses and poke bonnets and men in vests, derbies and beards. Parades, pageants, fireworks displays, barbecues and dances provided a week of entertainment for natives and guests alike. The finale was the Queen's Ball held Saturday, May 17.



Mrs. Kelly scolds daughter Scharlene on the circular staircase of the old Chambers home in Anahuac, just as Mrs. Chambers may have scolded her daughter.



Service Awards Banquets



TWENTY YEAR AWARD—Lester Bush, Port Arthur, received his membership in the 20-year Service club from President Nelson.



THIRTY YEAR AWARDS—Westley Fields, Beaumont, inspects the 30-year pin that President Nelson has just presented him.

Beaumont, Port Arthur, Lake Charles and Navasota Divisions



TEN YEAR AWARDS—Twelve new ten-year members were present in Beaumont to receive their awards from President Nelson. They were: (back row) Jeffie Simms, Beaumont; L. J. Rideaus, Lake Charles; H. W. Long Jr., Beaumont; Henry Gurie, Lake Charles; J. B. Guillory, Lake Charles; Louis Gradnigo, Lake Charles and W. S. Cockum, Beaumont. Front row: President Nelson; J. B. Smith, Lake Charles; Frank Washington, Lake Charles; Oscar Smith, Lake Charles; Leroy Winbush, Lake Charles and Basie Young, Conroe.

Baton Rouge Division



20 YEAR AWARDS—Four received 20-year awards in Baton Rouge last month; Edward Toles, Simon Johnson, Blanchard Howard and George Hays. Mr. Brown presents the awards.



30 YEAR AWARDS—New 30-year members receive their pins from H. E. Brown, operations manager of the Baton Rouge Division. Left to right, they are; Ben Gray, Jr., and S. A. Shavers.



10 YEAR AWARDS—Mr. Brown presented LeRoy Tunious, George Square, V. A. Huey and Wickliffe Battley with their 10-year pins at the Baton Rouge Service Awards Banquet.



*What
Others
Are
Saying*

Lady, It's Not Scraping The Bottom; It Just Wants Out

A woman hearing a funny noise in her electric meter, recently called the Houston Lighting & Power Co. She was as concerned as she could be.

"You all better get out here right away," she said, "because I'm running out of electricity. I can hear it scraping the bottom now!"

—Post Card, *THE HOUSTON POST*

McAfee Cites \$500 Million for Atomic Power Projects

J. W. McAfee, president of EEI, told the American Power Conference at a luncheon on March 26 in Chicago that the electric industry has plans for spending \$500 million on nuclear power projects.

The utility executive said that 1958 will be a record year for new construction in the power business with installation of 16.5 million kilowatts of new generating capacity.

Commenting on current economic conditions, McAfee called the "inherent stability" of the utility industry a strengthening factor.

The tax bill of the privately owned electric companies in 1957, McAfee pointed out, amounted to \$1.8 billion, \$1.1 billion of which went to the Federal Government.

"That will buy a good number of atomic submarines, rockets, and missiles," he said.

—Chicago *SUN-TIMES*

Lake Charles "Imagineering" Adds Versatility to Line Trucks

About three years ago two Lake Charles Gulf Staters came up with what they thought was a bright idea—improving the front end of the heavy duty line truck so that it could take on more jobs, with less time loss between jobs.

The idea-men were General Line Foreman Jack Killough and Garage Foreman Dosty Spell. Their idea stemmed from the fact that the standard power winches mounted on the front of all our line trucks could wind or unwind cable or rope only when the trucks were parked straightaway from the line being worked on. The result: line trucks were moved around like milk cows unable to decide which stall they wanted to eat in.

Messrs. Killough and Spell studied the problem from all angles. And, presto, their idea was born. "All angles were the key words.

Why not install tubular rollers on the top, bottom and both sides of the winch so that it could haul in or pay out line from three hundred feet in any direction? They drew plans, modified them, enlisted the aid of a Lake Charles manufacturing firm and started working on the front end unit.

All Lake Charles Trucks Equipped

Since that first experimental unit was built and installed, the front end has been added to and improved until today all Lake Charles Division trucks (eight in Lake Charles, four in Lafayette and four in Jennings) are "loaded" with extras. And these "extras" are the kind that pay off in the field.

The unit, briefly, is a beefed-up bumper on which is mounted the all-directional power winches, a two-cycle engine which operates pole-top power tools and an adjustable floodlight, a cathead reel for rewinding rope or wire, two five-gallon insulated water containers, reinforced guard rails, a



The new Lake Charles line trucks at work, shown here preparing to hoist heavy equipment up to line-men working atop a pole. These trucks not only have winching equipment that can pull from almost any angle, but also have an auxiliary generator to power drills and other tools where no other supply of energy is available. A unique job that can be done by these trucks is to hold two lines taut enough to provide slack for splicing.

handy ramp which simplifies servicing the truck, and a sturdy eye bolt in case the truck needs towing.

Messrs. Killough and Spell point out that, in building and installing the front end units, substantial savings have been effected by the mechanical know-how of Gulf Staters Johnny Babin, Lyndred Montgomery, Wilmer Ledbetter and Eugene Keller, all of whom work in the Garage Department and had a hand in equipping the trucks. The Gulf Staters do all welding, bolting and installing. They use discarded steel trailer tongues for the main bumper guard.

Units Pass Audrey's "Trial by Fire"

The work of these employees really paid off during and after Hurricane Audrey's visit to the area last summer.

"After the winds died down somewhat, debris of all kinds had to be removed before we could start rebuilding our damaged lines," Mr. Killough recalls. "With our winches able to haul in from all directions we saved a considerable amount of time, as well as wear and tear on equipment and gasoline, since our winches operate off the truck engine."

The unit speeds up regular line work, too. Mr. Spell pointed out that the winches are used to lift heavy pole-top equipment into position where the electrically operated power tools are used to drill holes and install the hardware quickly and securely.

Unusual Applications

The unit makes some unusual jobs possible. For instance, with the winches mounted in front and back both operating, the truck can be used to haul in lines from opposite directions and hold them taut while providing enough slack line for the crews to splice the line in short order.

The floodlight makes night work safer and easier. The containers provide plenty of cool water for crews during jobs which may require working extra hours without returning to the Service Center.

So far no one has nicknamed the new unit (known simply as Unit No. 105.) But don't be surprised if some sharp lineman decides that with such outstanding front end equipment, the trucks should be called Jayne Mansfields.

Plain Talks



President Nelson speaks to Stockholders at their annual meeting this month.

President Nelson Expresses Confidence In Area and Company at Stockholders Meeting

Confidence that the Gulf Coast area served by the company will continue to grow and prosper at a rate above average for the country as a whole, was expressed by President Nelson at the annual meeting of stockholders at the company's general offices here on June 9.

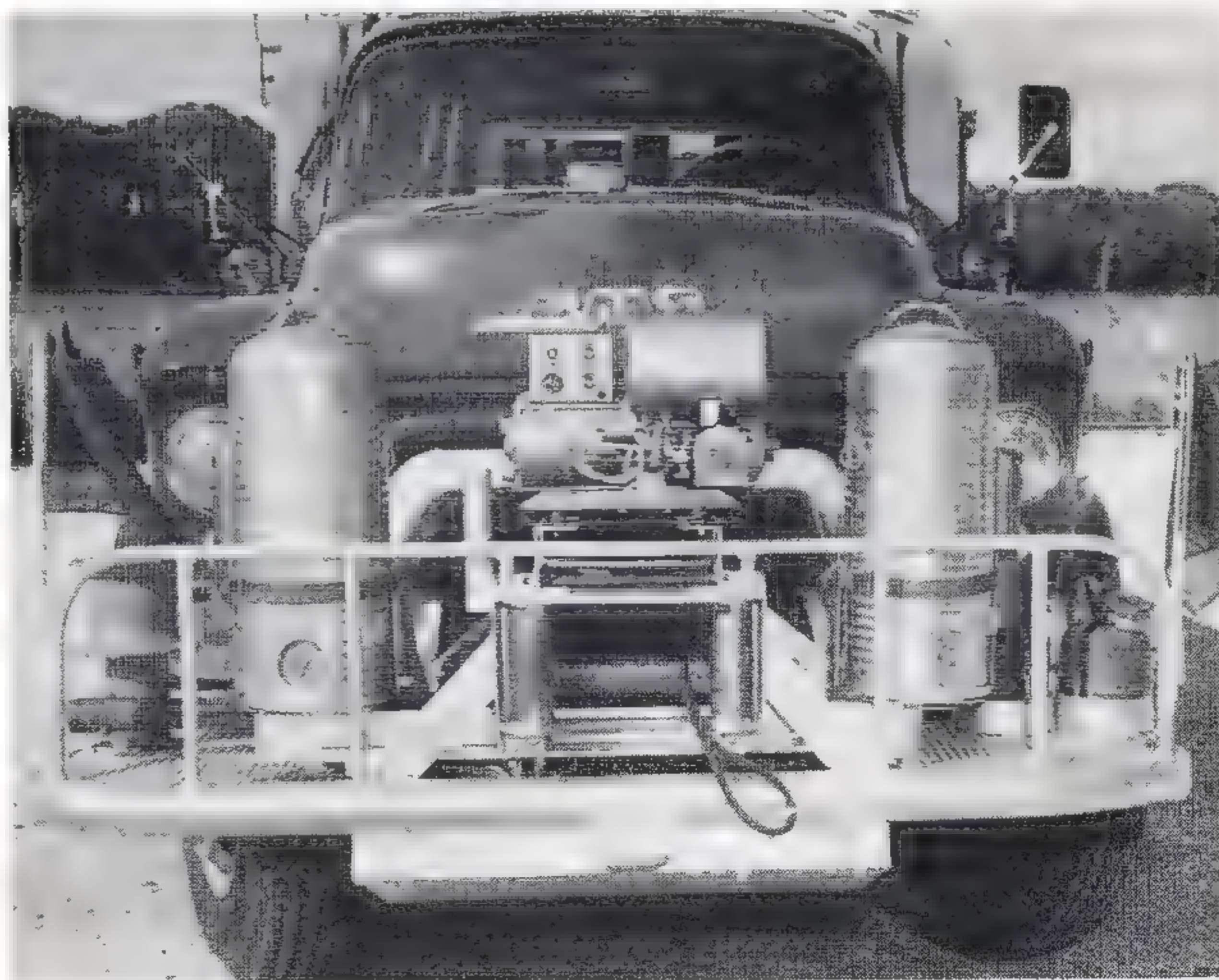
Mr. Nelson said that Gulf States will go ahead with its own expansion program, outlined earlier in the year, which will double its size in the 5-year period 1957 through 1961. He said such confidence is justified by the fact that industrial plants in the area

are proceeding with their individual expansion plans.

All directors of the company were re-elected at the meeting. They are, in addition to Mr. Nelson, Will E. Orgain, George R. Fulton and John J. Morrison of Beaumont; Munger T. Ball of Port Arthur; Edward H. Tausig of Lake Charles; and H. C. Leonard, C. Vernon Porter, Charles P. Manship of Baton Rouge; and T. J. Hanlon, Jr., of Prairieville.

Approximately 200 stockholders attended the meeting.

This is the new front-end unit on the line trucks in the Lake Charles Division. A similar winch arrangement is located at the rear.



Dear Mom:

I'm Back In School!



Graduation to the high wires. Things are looking up!



Teams learn the art of splicing a rope.

Only this is a different course I'm taking now. Since I've been a lineman's helper for a year, I could qualify for this apprentice T&D training course. It's a one-week course—ten hours a day—and there are 14 of us in this class.

I've learned a lot since I started. One of the most important things our instructors — Dick Smith of Baton Rouge and E. R. Sellers of Beaumont, have emphasized is safety on the job. And believe me, we've learned safety.

Talk is that, years ago, a lineman used to live about as dangerously as a soldier, what with the normal risk of his job plus the fact that he didn't really practice safety in those days. But now, they've developed it to the point where we know exactly what to do, when to do it and how to do it safely.

They've taught me a lot of different things, too, besides just how to splice a line or the right way to climb a pole with gaffers or string a conductor. We were briefed on the history of Gulf States—where it started and where it's aiming to go, and how "Creeping Socialism," as Mr. H. C. LeVois tagged it, can hurt our company and a lot of other industries besides.

It kind of made me feel good to know that when I'm "graduated" tomorrow I'll be one of a group primarily responsible for keeping the Company's electric service as dependable and sure as we can make it. It's an important job and carries a lot of responsibility with it, too. So, in another year, I'll be eligible to work as a lineman 4th Class, and proud of it. And I think you'll be proud of me, too.



Instructors R. P. Smith and E. R. Sellers explain transformer connection to students.

Instructor R. P. Smith gives first lessons in "gaffers."





Malcolm Williams, Lake Charles area development engineer, takes aim on a long one.

In Beaumont . . .

Putt it Thar, Pal!

. . . say Golf Staters

F. E. Mathis of Lake Charles shot a torrid 76 under a blistering sun to take the place of honor in Gulf States golfdom in the Memorial Day tournament.

The annual Gulf States Employees Tournament saw 48 entries in five flights vying for prizes and ranking in the 18-hole medal play competition at Tyrrell Park course.

Lionel Dugas, of Beaumont, notched a 66 for low net honors.

In the second year since its revival (last year's Lake Charles event was the first since the Company Golf Tournament in June of 1941) Gulf Staters turned out with the uncommon energy and good spirits that seem to typify all such company play.



First flight winners are shown, left to right, Ernest Little, F. E. Mathis, Leonard Ernst, Bill Thomson and Joe Fontana. Mathis shot top honors with a 76 low gross.



Joe Fontana, tournament chairman, presents trophy to Lionel Dugas, who shot 66 for low net laurels.



Contestants gather 'round to talk over the 19th hole.

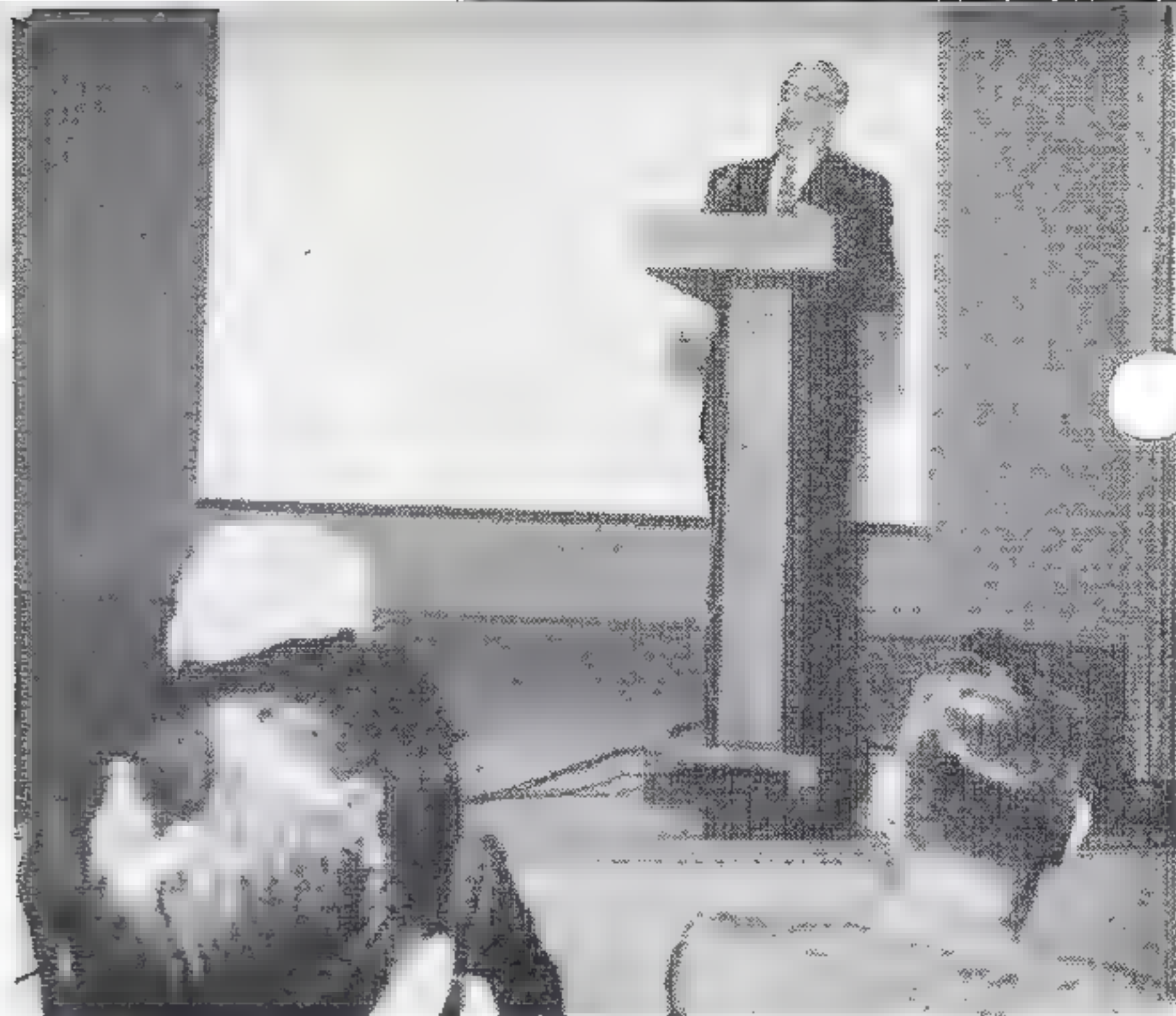
The Accent's On LIGHT

Our Company played host May 7 and 8 to a display new lighting fixtures from various manufacturers and climaxed the activities with a talk by H. L. Logan, internationally-known lighting authority, on "What Makes Lighting Comfortable."

The show, which took place in the 20th floor auditorium in the main office building in Beaumont, featured commercial, industrial and residential lighting fixtures and lamps provided by lighting manufacturers, distributors, and professional societies.

Over three hundred lighting professionals, architects, builders and merchants visited the displays, which lasted from 4 p.m. to 8:30 p.m. both days, and 173 guests were on hand for Mr. Logan's address at 7:30 Wednesday evening.

H. C. LeVois, superintendent of commercial and industrial sales, and R. A. "Dick" Landry, supervisor of lighting sales promotion, planned the show.

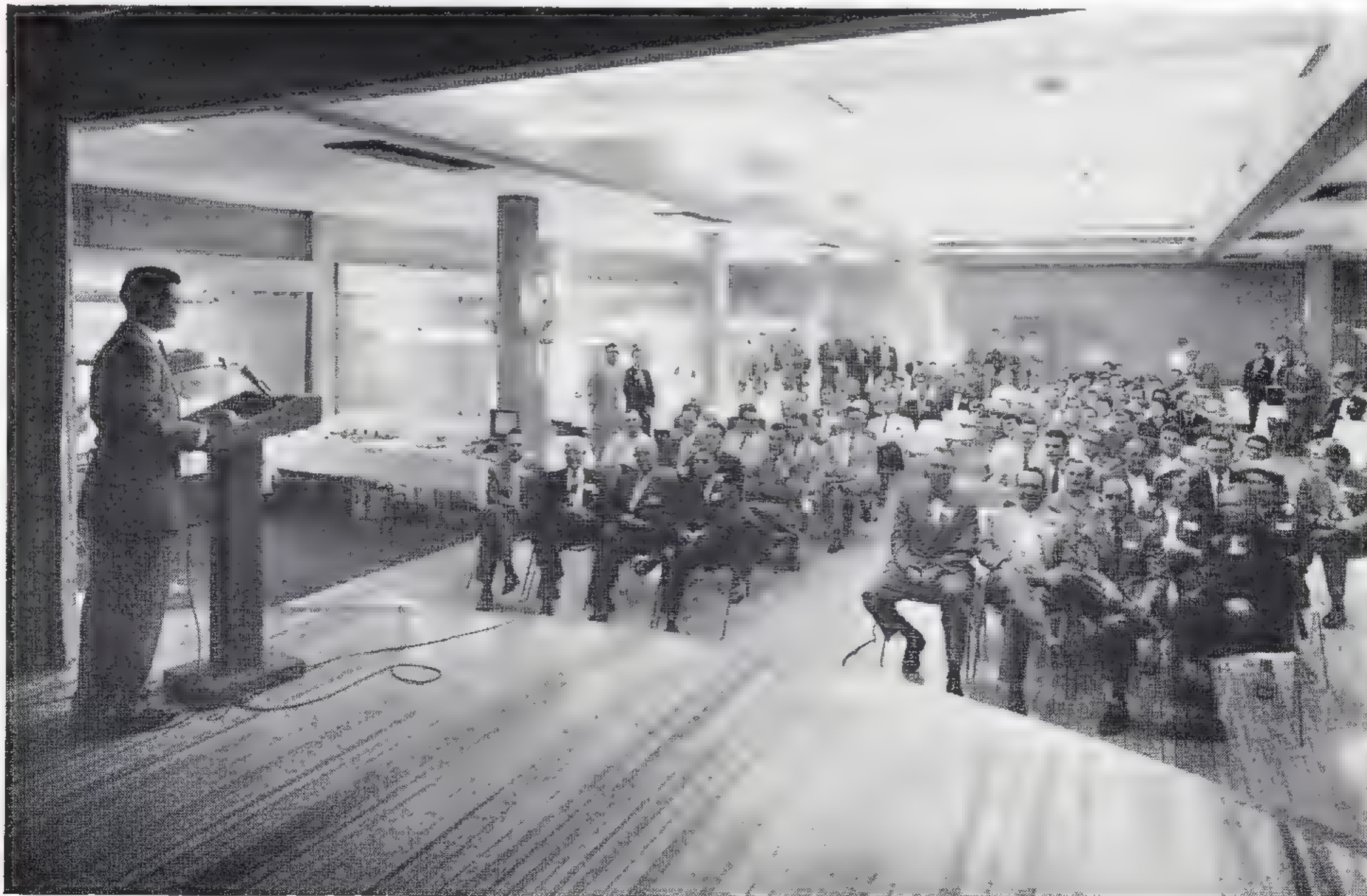


H. L. Logan, lighting expert, addresses guests at lighting display May 7 in auditorium of main office building in Beaumont.

E. L. Robinson, vice president and general sales manager, welcomed the visitors and introduced the speaker.

Mr. Logan began his address explaining the fundamentals of the human eye and progressed through the various subjects related to comfortable vision, such as brightness, the importance of some shadow, color in illumination, the difficulty of close work, and a good review of the three most accepted methods used for determining whether or not a given lighting system is going to be comfortable.

R. A. "Dick" Landry, supervisor of lighting sales promotion, speaks to more than 173 persons attending lighting display.





President Nelson holds gold "Topper" symbolic of 3,000 Kwh goal, received from Vice President and General Sales Manager E. L. Robinson, as Residential Sales Manager Parker Allen and Residential Sales Promotion Supervisor Victor Gayle hold the historic banner aloft for department heads to see.

Company Reaches 3,000 Kwh Average In Residential Usage Per Customer

Most companies have economic milestones of progress. The 10,000th automobile tire sold. The millionth safe mile of air travel. The billion dollars in insurance policies.

Our company reached such a point in its history last month with the announcement at the May Department Heads' meeting that we had passed the 3,000 kilowatthour mark in the

average annual use of our service per home customer.

While still slightly behind the national average (3,001 kwh to 3,197 kwh as of January, 1958), use of our product has increased rapidly in homes in our area.

Nine incorporated cities in our system are above the 3,000 kilowatthour

mark and six are ahead of the national average.

Members of the exclusive 3,000 Kwh Club are, Liberty (3832), Nederland (3494), Beaumont (3362), Orange (3345), Port Neches (3269), Lake Charles (3258), Sour Lake (3182), Baton Rouge (3147), and Sulphur (3126).

What? Beaumont Wins Again? Yes, Again.

1958 SYSTEM QUOTAS AND ACCUMULATED SALES

Division Standings	*Kwh Gain Stng.		RANGES				WATER HEATERS				DRYERS				HEAT PUMPS				ELEC. HOMES			
			Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.	Bog.	Sls.	%	Stg.
1 Beaumont	17	4	2597	894	34.4	2	482	239	49.6	2	1740	631	36.3	1	73	32	43.8	3	25	65	260	2
2 Baton Rouge	19	3	2791	1106	39.6	1	518	77	14.9	4	1870	547	29.3	4	59	25	42.4	4	30	160	533	1
3 Port Arthur	26	1	1307	421	32.2	3	243	33	13.6	5	876	258	29.5	3	28	15	53.6	2	15	18	120	4
4 Lake Charles	25	2	2081	463	22.2	5	386	156	40.4	3	1394	454	32.6	2	54	11	20.4	5	20	47	235	3
5 Navasota	9	5	247	81	26.7	4	171	95	55.6	1	620	113	18.2	5	11	7	63.6	1	10	5	50	5
TOTAL	20		3131	2141	32.3		1800	600	33.3		6500	2003	30.8		225	90	40.0		100	295	295	

1957

14

4 Mo. 1862

4 Mo. 334

4 Mo. 2387

4 Mo. 49

*Monthly Kwh figures are used here but accumulated Kwh figures will be used in determining the year's winner.

*Monthly Kwh figures are for month just previous.

SYSTEM SALES DEPARTMENT

THRU APRIL, 1958



Lake Charles' Teen-Age Technician

Young Andrew McGowan, Jr., of Lake Charles, is making a habit of success—at fourteen.

Last year he was "sweepstakes winner" in the state science fair with his exhibit of a grist mill. Just recently his working model of an electric power plant took first place in the junior division physics-engineering category of the regional science fair held at McNeese State College in Lake Charles.

This coming fall Andrew, whose father is a retired Southern Pacific engineer, will be a freshman at Lake Charles High.

A few years from now—who knows!

Fourteen-year-old Andrew McGowan, Jr., second from left, is shown receiving a handshake and a commendation from T. L. Granau, vice-president of the Lake Charles division. To the left of Andrew is his father, Andrew, Sr., and at right is Andre J. Dubus, district superintendent at Lake Charles. The model on the table is young McGowan's conception of an electric power plant which won top honors for him at the regional science fair held by McNeese State College in Lake Charles.

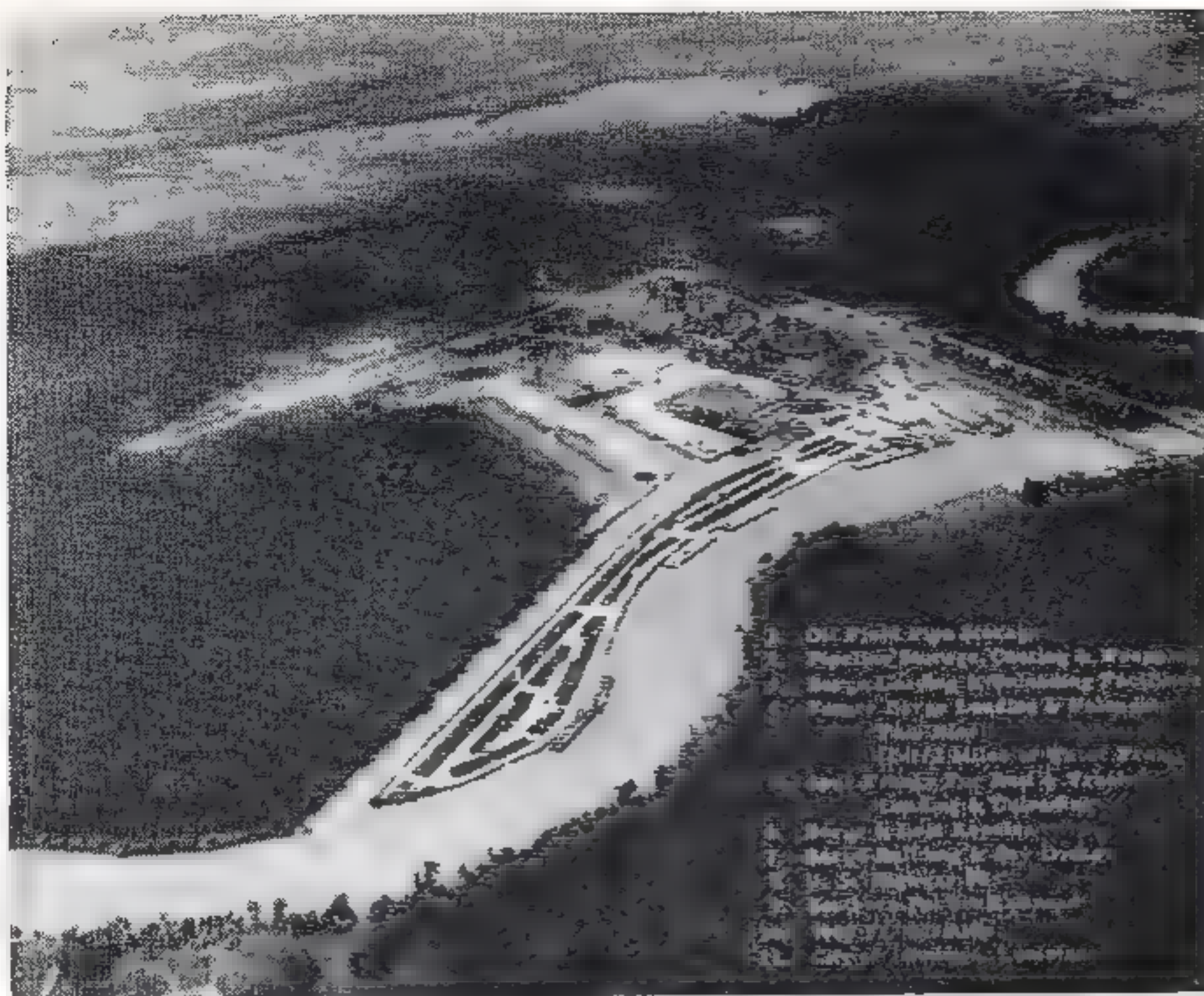
MEET TWO NEW ADDITIONS - A SULPHUR MISS AND A BEAUMONT MISTAKE



Miss Dale Hayes, from Roanoke, Louisiana, is the new Home Service advisor in the Sulphur District. Dale graduated from Southwestern Louisiana Institute in January, 1958. She began her employment with the Company February 7, 1958.



Mildred Osborn is shown here lecturing Gerald Dean as the latter installs first No Smoking signs in Beaumont main office elevators. That cigar must go!



This aerial shot shows the Port of Jennings, with the town in the upper left corner.

MIRACLE CITY OF THE MERMENTAU



Mrs. G. R. Jackson is proud of her electric kitchen in the Jackson's new all-electric home.

Jennings, the town with a heart, is showing that this heart is brave by beating down recession talk with more new stores and homes—\$556,839 worth of building permits in the first part of this year.

Biggest construction projects are the new Catholic school, A&P supermarket, Coca-Cola bottling plant and the all-electric Zigler Apartments.

In November, 1957, the City celebrated the dedication of a new \$325,000 city hall which houses the police station, jail, water department, fire department, mayor's office and all city officials. Adding comfort to this modern building are 40 tons of air-conditioning, a 25-kilowatt lighting load and an electric range.

The Jeff Davis Country Club, which includes a nine-hole golf course and swimming pool, last year added four all-electric heat-pumps to "weatherize" the clubhouse.

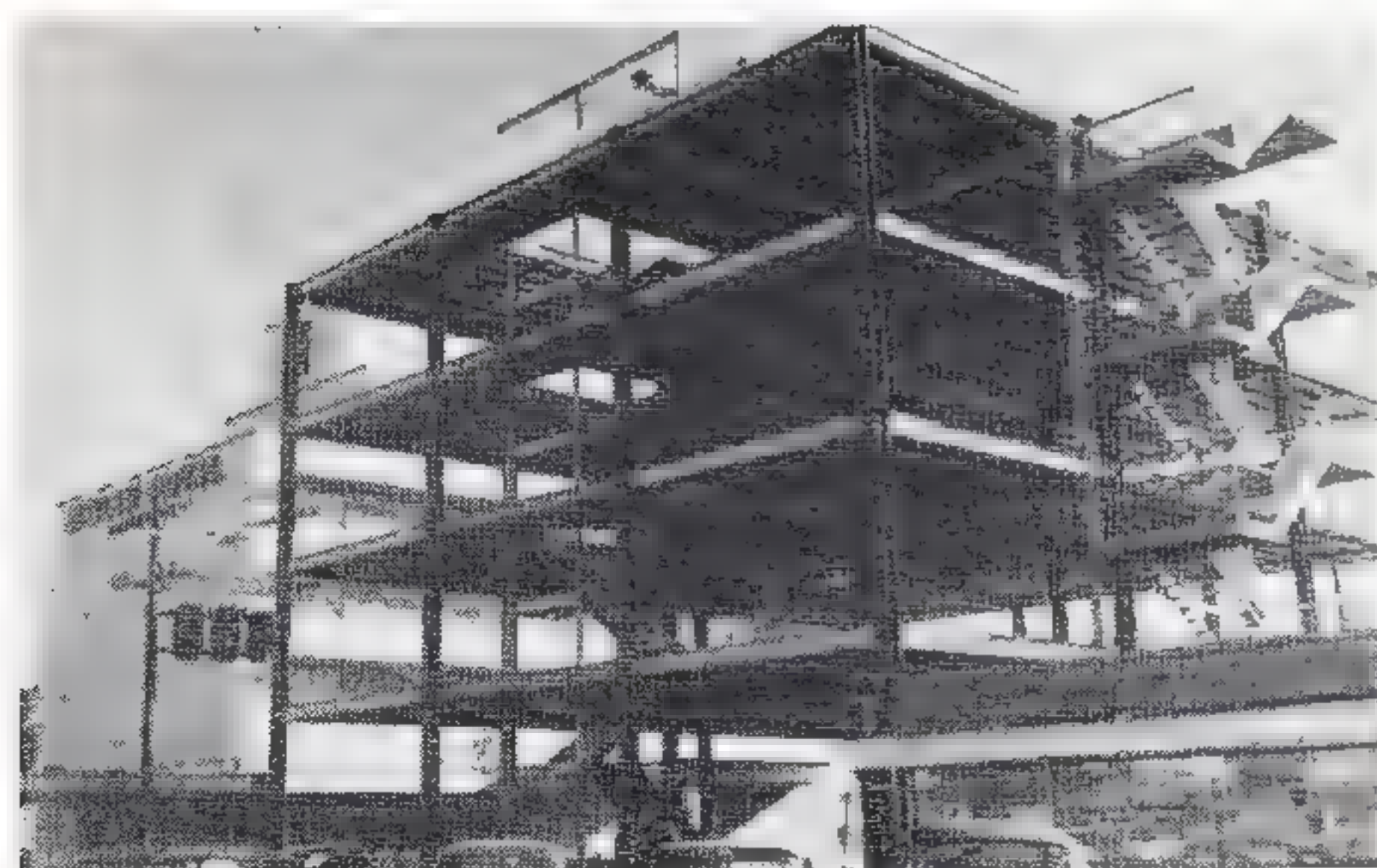
Electricity is used exclusively to add comfort and convenience to many of

the new stores, like the Gervais Dress shop and Piggly Wiggly in the shopping center now under construction.

Residential areas are getting their share of building with homes like the all-electric G. R. Jackson's at 1010 N. Cutting or the Ira D. Baker's at Lake Arthur.

Few outsiders are aware that, like Beaumont, Port Arthur, Orange, Baton Rouge and Lake Charles, Jennings is a thriving port. The Port of Jennings is located on the Mermentau River. The Zigler Shipyard, carrying a 200 kilowatt load, and many other industries are built adjoining the port area.

Jennings, and its surrounding area, as its Chamber of Commerce welcome sign warns, is composed of 12,000 friendly people and one or two old grouches. And these friendly people have faith in the future of their city. Which is another reason why District Superintendent Brad McMaster likes to say, "We're proud to be here."



This skeleton is the new all-electric Zigler Apartments near beginning of construction.



The Gervais Smart Shop is one of Jennings' newest all-electric stores.

SERVICE AWARDS

40 Years



R. H. Lawton
Production
Baton Rouge

30 Years



H. E. Mortimer
Rate
Beaumont

10 Years



Lee Castilaw
Treasury
Beaumont



J. E. Cifreo
Production
Baton Rouge

20 Years



R. M. Stone
Distribution
Navasota



A. P. Lusk
Production
Baton Rouge

Colored Division

30 Years

20 Years



C. A. Davis
Distribution
Baton Rouge



J. J. Deshotel
Distribution
Jennings



Dorothy Jarreau
Claims
Baton Rouge



H. J. Jeanise
Distribution
Jennings



Sherman Dieson
Distribution
Lake Charles



Hosey Adams
Gas
Baton Rouge

10 Years



H. W. LaFosse
Treasury
Beaumont



K. R. Maxwell
Sales
Beaumont



R. E. Neves
Treasury
Conroe



E. L. Venghaus
Distribution
Port Arthur



Dock Smith
Distribution
Lake Charles



H. J. Guidry
Distribution
Beaumont

In Baton Rouge . . .

Hold That Catfish!



Seated here are fifth place winner W. A. Efferson, Employee bass Division; triple crown winner Mrs. W. A. Efferson, Family bass, sacalait and catfish divisions; Mr. Leslie Kent and Leslie Kent, seventh place in Employee bass Division.

False River was the scene of the Baton Rouge employees' third annual Fishing Rodeo, held in April.

When the lines had been untangled and bait all used up, ten prizes were given for catching the biggest fish in each of the classes—family and employee bass, bream, sacalait, catfish and rough fish.

In the Family Division Mrs. W. A. Efferson walked off with, or should it be landed, three of the five prizes. They included a gift certificate, an electric skillet, a camp stove, radio and a portable ice chest for top fish

in the family catfish, sacalait and bass.

Other family winners were Jane Fredericks with a 9½ ounce bream and Leo Bush with a four pound 14 ounce rough fish. Miss Fredericks won a hollow glass fly-rod and tackle box.

Employee winners were: Vernon Blanchard, a 7½ hp outboard motor for the biggest bass; Donald Sheldon, largest bream; Max Quinn, largest sacalait; T. B. Chaney, portable cooler for the largest catfish and W. E. Benjamin, case of beer for the largest rough fish.

Reading Rack Service Wins Commendation

Good Reading Rack Service, Inc., the service utilized by our Company for employees throughout its system since 1953, this month received a citation "for patriotic service to community and nation" from the U. S. Treasury Department.

The citation, signed by Treasury Secretary Robert B. Anderson and James F. Stiles, Jr., national director of the U. S. Savings Bonds Program, was presented to the pioneer reading rack booklet publisher for its recent booklet, "Pros and Cons of Savings Bonds."

Twice a month 1,000 new booklets on a wide variety of timely and informative subjects are made available to all Gulf Staters through our reading rack service.



Jane Fredericks holds the nine-foot fishing rod and tackle box she won by catching the largest bream in the Family Division.



Vernon Blanchard shows the seven-and-a-half horsepower outboard motor he won for the largest bass in the Employee Division.

Thrift Plan Investments

Purchases of Company stock made by the Trustee during May, 1958, covering employee deductions and Company contributions through April, 1958, were as follows:

Type of Stock	No. of Shares	Total Cost	Average Cost per Share
Common	833	\$36,451.49	\$ 43.75929
\$4.40 Preferred	65	6,668.31	102.58938

The Trustee deposited \$21,150.80 with the Savings Department of The First National Bank.



Mr. and Mrs. A. L. Aucoin, Baton Rouge, on the birth of a daughter, **Annette Marie**, on March 30.

Mr. and Mrs. Cleveland Saurage announce the birth of a son, **Rickie Thomas**, on April 16. Mr. Saurage is in the Baton Rouge division.

Mr. and Mrs. Lloyd J. Ourso, Baton Rouge, announce the birth of a son, **Stan Joseph**, on May 3.

Mr. and Mrs. Ralph Shirley, Baton Rouge, on the birth of a son, **Stephen Allen**, May 8.

Mr. and Mrs. W. W. Due are parents of a daughter, **Michelle Lee**, born March 8. Mr. Due is a dispatcher in the Service Department in Beaumont.

Mr. and Mrs. James Q. Barrick, Jr., announce the birth of a daughter, **Jamie Lynn**, May 9. The grandfather, **James Q. Barrick**, is in the Baton Rouge Gas Department.

Mr. and Mrs. Jimmy Grimes announce the birth of a son, **Kelly Gene**, May 19. Mr. Grimes is in the Beaumont Engineering Department.

Mr. and Mrs. Charles A. Collier announce the birth of a son, **Clark Arthur**, born May 21. Mr. Collier is in the Beaumont Engineering Department.

A Get-Together at Gilchrist . . .



Indoor or outdoor fun was up to you at this beach get-together last month at Gilchrist. Indoorsmen, top left are, Dick Landry, E. L. Robinson, L. M. Welch, H. C. LeVois, P. P. Newman and (top right) J. J. Morrison. Rugged types (below) are beachcombers Parker Allen, Joe De-Jean and Jim Turner. Others present included E. A. Granau, Ralph Cargill, Kirby Jones, Fred Johnson, T. O. Charlton, Lionel Dugas, C. M. Brinkley, Lloyd Brannan, J. B. Bishop, Victor Gayle, A. B. Wilson and Randy McAlpine.

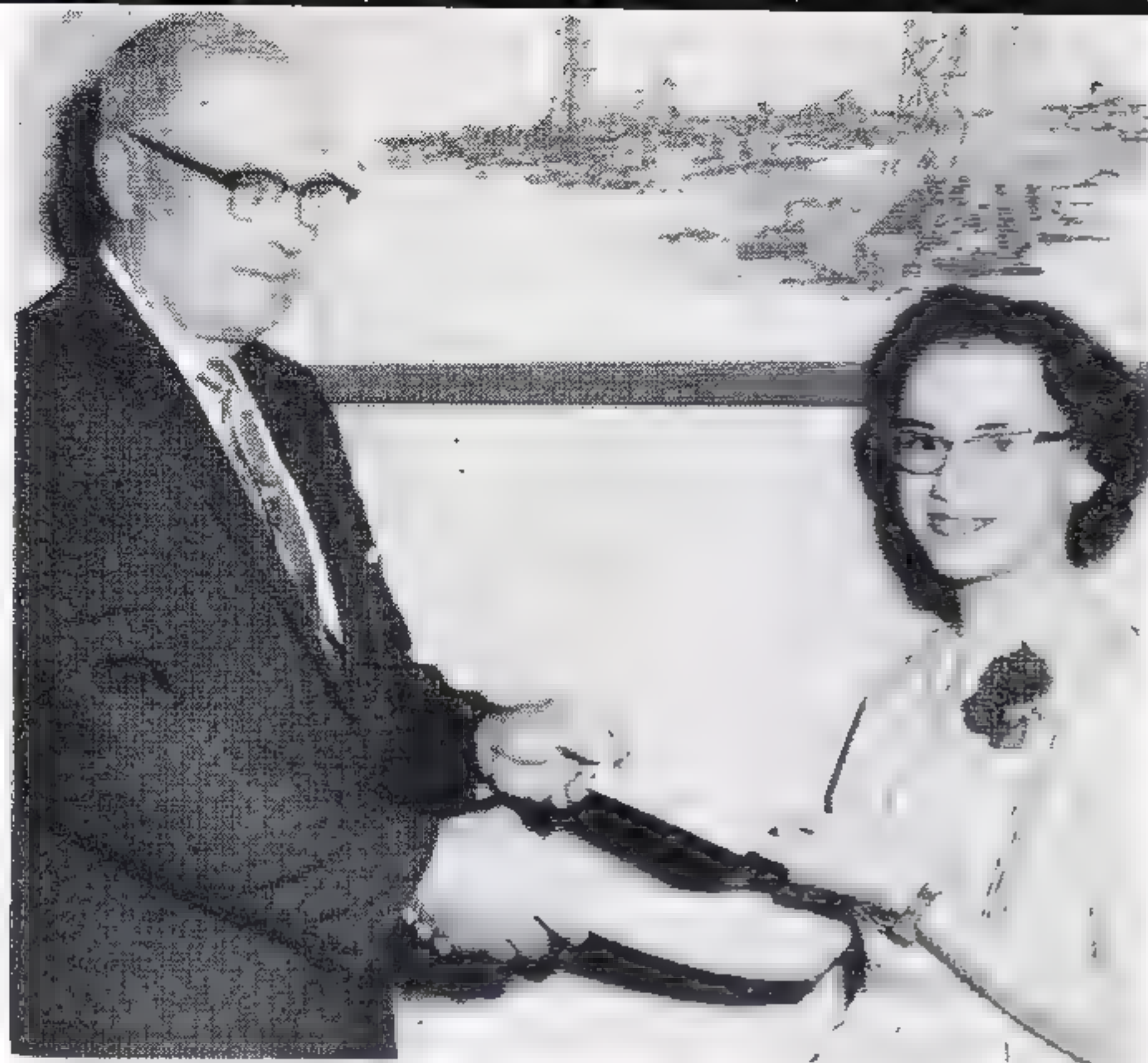


SYMPATHY

PLAIN TALKS extends sympathy to **Buck Morton**, whose father, **Mr. W. F. Morton**, died May 15. Buck Morton is an engineer in the planning section in Beaumont.

PLAIN TALKS extends sympathy to the family of **E. R. Rauschenberg**, whose father, **Robert Rauschenberg**, died May 7 at Gatesville, Texas. Services and burial were held there. Mr. Rauschenberg is general line foreman at Lafayette.

PLAIN TALKS sympathy goes to **J. L. Clement**, Baton Rouge division, whose father-in-law died May 10.



C. M. Scott, Port Arthur Division manager, presents Florence Bright with the Savings Bond she won by writing the best essay on atomic energy.

"Atoms for Peace"

Port Arthur Girl Wins Company's Essay Contest

The winner of our Company's essay contest on atomic energy was 17 year old Florence Bright, a junior at Thomas Jefferson High School in Port Arthur.

Miss Bright, daughter of Mr. and Mrs. Gordon S. Bright, 732 11th Avenue, received a \$50 U. S. Savings Bond for her essay entitled, "How Atomic Energy Will Contribute to a Better Life in the Years to Come."

In presenting the award C. M. Scott, our Port Arthur Division manager, said, "Her intelligent approach to what is necessarily a complex subject — atomic research —

speaks well of Miss Bright's upbringing and of our schools. My congratulations to Miss Bright, her parents and her teachers."

The contest was held in conjunction with the Atomic Energy Foundation's exhibit which was held at the South Texas State Fair Grounds in March. Area high schools were invited to visit the exhibits and learn what progress has been made in the harnessing of the atom.

The winning essay is reprinted below.

"HOW ATOMIC POWER WILL CONTRIBUTE TO A BETTER LIFE IN YEARS TO COME"

In the field of peaceful application of atomic energy, there are two principal divisions — utilization of power and use of the by-products of this power. The power from atomic energy can be used in many ways to better our lives—for the production of low cost electricity and for transportation and communication. In the relatively near future, inter-planetary travel will be common and atomic energy will not only power the means of transportation, but will also preserve the food, sterilize the water, and protect the space explorer.

The uses of the by-products of atomic energy also are extensive. I shall confine my discussion, therefore, to those uses closely connected with the field of medicine.

Radioisotopes are extensively used both for treatment of diseases and for basic research. With such radioisotopes as iodine 131 and phosphorous 32, doctors are able even now to diagnose tumors of various types and to determine the exact location and ex-

tent of malignancies. By the use of cobalt 60 radioisotope-implants, cancerous tissue can be effectively destroyed without apparent harm to healthy tissue; phosphorous 32 is used for the treatment of polycythemia, leukemia, and skin cancer. In the future, cancer will be so easily diagnosed and treated that it will become relatively minor.

The door to an entirely new field of surgery is ajar now and soon will be standing wide open. Boron 10 is being used for bombardment of tumors and yttrium 90 kills the pituitary gland as cleanly as surgical removal. This field will be developed successfully in years to come so that it will literally become a life-saver for those patients for whom surgery, as we know it today, would be extremely dangerous. Also, patients having minor surgery by this method will find convalescence greatly shortened, resulting in relieving the dire shortage of hospitals and trained personnel.

In the field of basic research, radioisotopes are invaluable. Much knowledge has been gained by using them to

trace the metabolism of iron and calcium compounds, and proteins, and to follow the course of red blood cells. Such equipment as liquid scintillation and gas phase counters make it possible to use tracers which carry only a minute fraction of the radiation now required. This type of research will solve the problems of nutrition and aid in learning the answers to some of the great mysteries of life.

Although much has been said against atomic radiation from the standpoint of mutations which could appear, I feel that controlled mutation will one day prove to be of great benefit. With careful control, certain harmful forms of bacteria might be converted into harmless or even helpful form. Such treatment applied in hospitals could reduce danger of post-operative infection and ease the treatment of many diseases.

Atomic energy in the future will be in numerous ways play a prominent part in our lives.

Florence Bright
Thomas Jefferson High School
Port Arthur, Texas

After Nearly Three Years Public Power At Hells Canyon Is Averted As House Bill Dies

It is two years and eight months since the Federal Power Commission gave authority to the Idaho Power Company to construct two of three proposed hydroelectric power dams in Hells Canyon on the Snake River, Idaho. Since then a powerful group of public power advocates has waged unrelenting warfare on both the FPC and the Idaho Power Company, seeking to have this license nullified. The battle has become symbolic of the controversy over the nation between advocates of public power and private power supporters. It went to the Supreme Court before the FPC finally won.

But the battle was not over. The public power cabal under the leadership of Senator Wayne Morse of Oregon got through the Senate a bill for con-

struction of a federal power dam on the Snake River which would have flooded Idaho Power's Brownlee and Oxbow installations, nearing completion with potential output of 767,100 kilowatts. The House has now killed this measure through action of its interior reclamation subcommittee.

This is a fortunate event for the nation. The Idaho Power Company dams are being built with private investment capital. The installations will be taxed with other properties of the utility. The federal power plant would have cost \$500,000,000 of taxpayers' money initially. It would never have returned tax monies to the government.

—The HOUSTON CHRONICLE

Company Crew Cited as Happy People

Happy people are where you find them.

In this case we found them at work — and therein lies our story.

Early in May Reverend Hugh Baker, associate pastor at the Baton Rouge First Methodist Church, mentioned this incident about "happy people" in the evening sermon.

It seems as if a Gulf States line crew had been installing a corner pole for a 69 KV line in his neighborhood.

He recalled how the men calmly and swiftly clambered up and down the pole using their climbing spikes. Hardware was hoisted up the pole with a small line and pulley.

"Everyone had a job to do and did it calmly and expertly," he said.

"The men spoke in a friendly manner towards one another, joked and enjoyed themselves while working, and during their lunch period seemed to enjoy themselves, their job and each other's company."

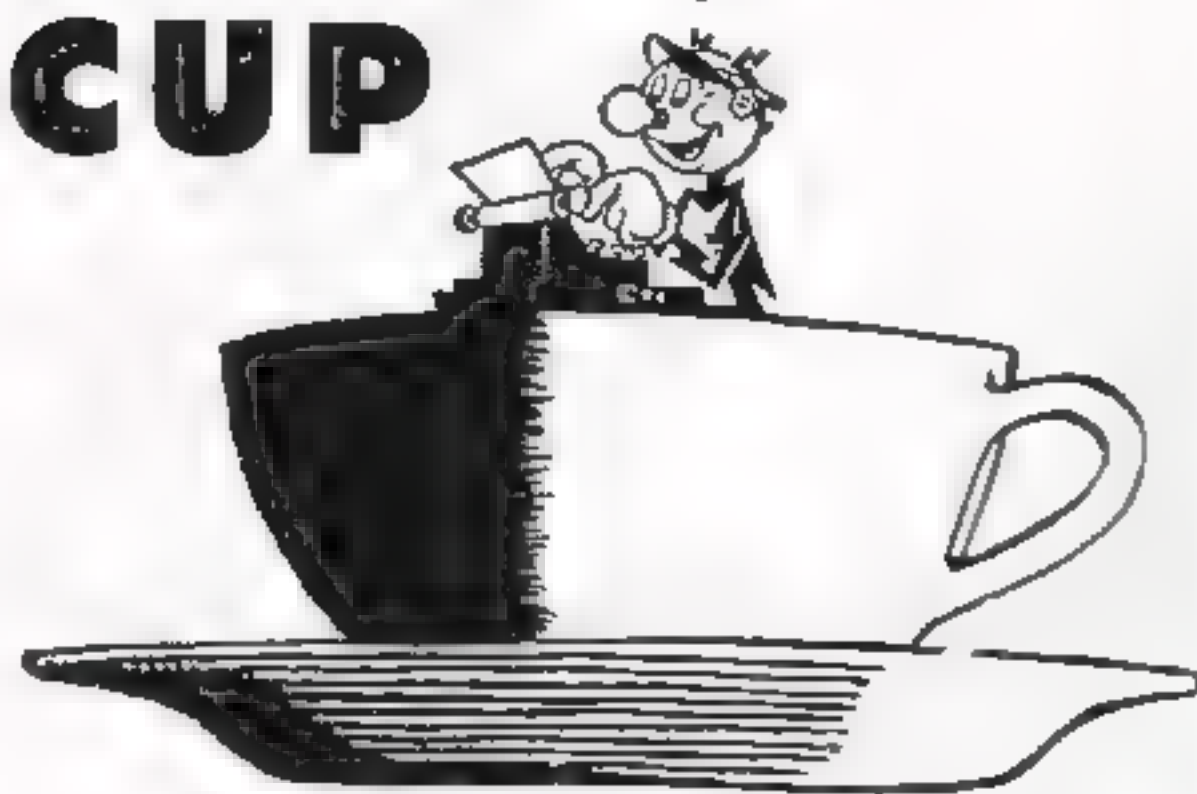
The tribute paid that line crew is a high compliment to every Gulf Stater — "Happy People" make the world a lot more pleasant place in which to live.

*The Boat? Yes.
The Girls? No.*



Minnie Marino, Jeanette LeBlanc and Mary Jo Smith pose here with the Live Wire Club's boat and trailer that will be presented to a donor next month.

over the COFFEE CUP



PLAIN TALKS Reporter List

BATON ROUGE DIVISION

Jackie Braud	Credit
Virginia Yarbrough	Electric
Marion Brown	La. Station
Jo Ann King	Gas
Margie Force	T & D
Ethel Sharp	Purchasing

BEAUMONT

Mary Schlacher	Sales
Mary Ener	Customer Accounting
Gertrude Peddy	Line
Gail Van Cleve	Neches Station
Reba Willey	Orange
Doris Cryer	Silsbee
Dora Porter	Billing
Doris Campbell	Gen. Accounting
Helen Byrd	Stores Accounting
Alice Maldonado	Machine Acc.
Margie Cain	T & D
Helen Clark	Credit
Minnie Marino	Accounting
Nadine Hester	Engineering

LAKE CHARLES

Fay Denny	Sales
Eddie Belair	Jennings
E. C. McGeehee	Riverside Sta.
Cynthia Nolan	Lafayette
Pat McCullen	Sulphur
Ann Snider	Engineering
Jean Kiehl	T & D
Jack Bass	Sales
Nancy Langley	Accounting

NAVASOTA

Jeannette Sangster	Navasota
Anna Weatherford	Operations
Louise Satory	Calvert
Jane Bazzoon	Cleveland
Mablene Polard	Trinity
Dorothy Stanford	Huntsville

PORT ARTHUR

Rosemary Vaught	Port Arthur
Loraine Dunham	T & D
Elizabeth Whatley	Nederland



In a happy mood are President Roy S. Nelson and his daughter Mary Jane, at her wedding June 7 to Bismark Adair Steinhagen, son of Mr. and Mrs. Edward H. Steinhagen. The bride's wedding veil was her mother's.



Miss Mary Jane Nelson, daughter of President and Mrs. Roy S. Nelson, was married to Bismark Adair Steinhagen, son of Mr. and Mrs. Edward H. Steinhagen, in the First Methodist Church of Beaumont, June 7. Dr. David W. Roberts, pastor of Westminster Presbyterian Church, read the service.

After a wedding trip to California, the couple are making their home in Killeen, Texas, where Mr. Steinhagen is a lieutenant in the Army stationed at Ft. Hood.

The bride is a graduate of Southern Methodist University, with a bachelor of arts degree. She was a member of Kappa Alpha Theta sorority.

Mr. Steinhagen received a BBA degree from the University of Texas where he was a member of Alpha Tau Omega fraternity.

Water-skiing has taken over the Billing Department. You can find Clara and Nelson Lackey, Jeannette and Gary Davidson, Trudy Roblow and Arlen StClair at the Live Wires Camp trying to get up, stay up and stop without taking an unexpected dive in between.

Mary Helen and Norman Ener spent their vacation in New Orleans.

Margaret Ann Landry was given a bridal shower on May 18 by friends in the Billing Department. The following Wednesday she bowled 236 in ten frames.

—By Dora Porter

Mrs. Lola Martin, retired employee of the System Residential Sales Department, visited her nephew and niece, Mr. and Mrs. Marvin Landry, in Rantoul, Illinois. While in Illinois, Mrs. Martin and Mr. and Mrs. Landry visited various points of interest, among which were Lincoln's Tomb in Springfield and Lincoln State Park in Salem. They also spent several days in Chicago.

Mr. and Mrs. V. P. Gayle attended the commencement exercises of Notre Dame University in South Bend, Indiana, on June 1. Mrs. Gayle's nephew was one of the honor students in the graduating class. Mr. Gayle is Sales Promotion Director of the Company.

—By Mary Schlacher

Leonora O'Neal, home service director, Beaumont, was the lucky recipient of the May 23 "Be Kind to Someone For A Day" program sponsored by Beaumont radio station KTRM.

Pat Bishop, system residential sales in Beaumont, was presented a United States Treasury Department citation for outstanding work in promoting sale of U. S. Savings Bonds.

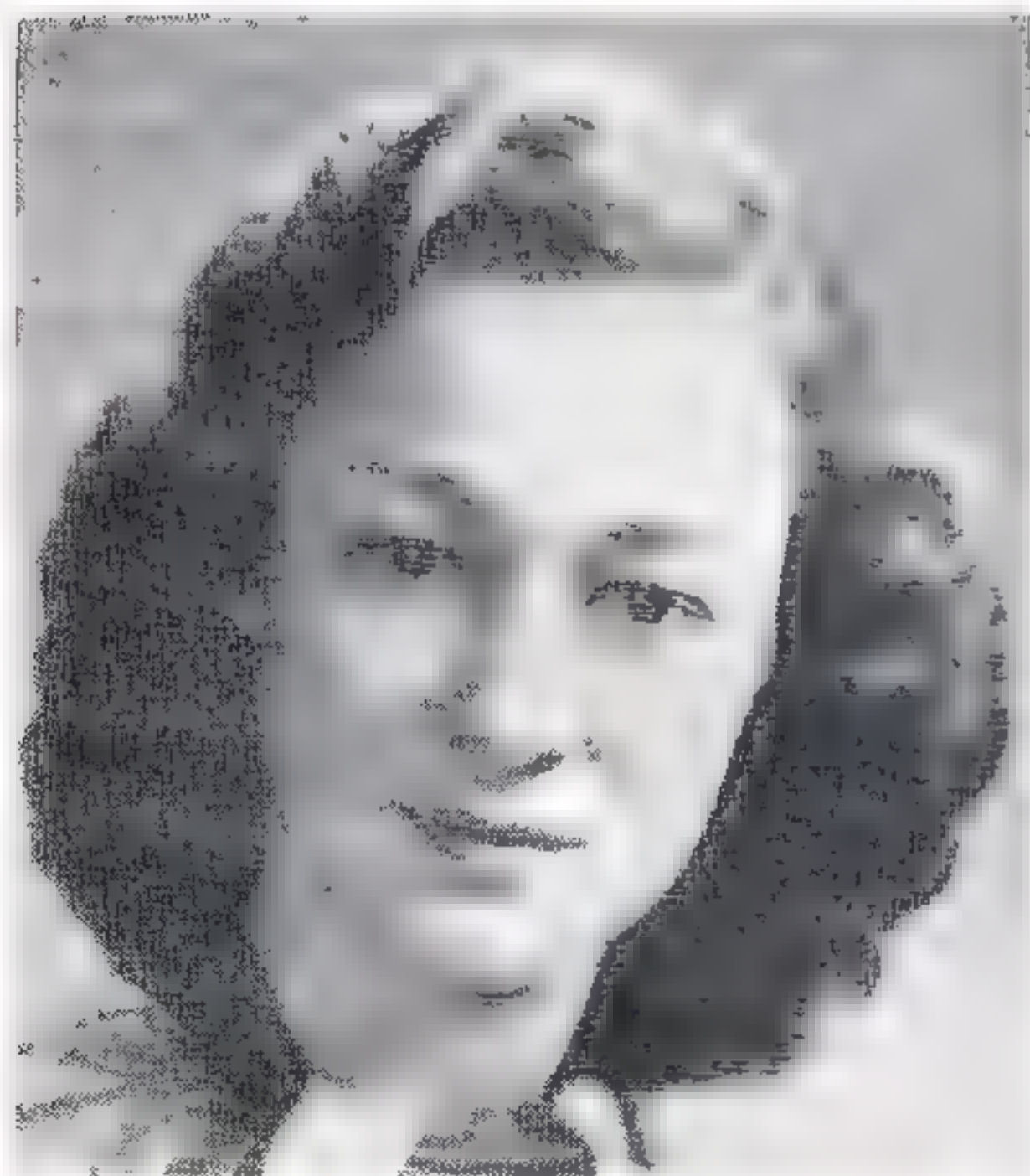
Mr. and Mrs. Richard Collier moved into their new home at 7030 Hurley Drive last month. They constructed the new house themselves. Mrs. Collier is in our Beaumont Residential Sales Department.

Tommie Byrd, Beaumont Billing Department, and husband vacationed in Miami this year. While there they attended the dog races.

Grace Brooks, Beaumont home service advisor, visited her two sons in Washington D. C. this month. One son is Congressman Jack Brooks; the other is Ed Brooks, former New Orleans newspaperman, now working in Washington.

Mr. R. B. Cruise attended the Fourth Annual National Seminar of the American Right-of-Way Association in California, May 27-29. He is land rights supervisor in the Beaumont Engineering Department.

—By Nadine Hester



Janice Zahn

Miss Janice Zahn, daughter of Mr. & Mrs. Henry G. Zahn of Beaumont, Texas, received her Bachelor of Science degree in Biology from Lamar State College of Technology this month.

Miss Zahn has served as president the past year for the United Christian Fellowship, the campus religious service jointly sponsored by the Disciples of Christ and Presbyterian Synod of



Shown above are Robert Addington Leonard, son of Executive Vice President and Mrs. H. C. Leonard, his bride, the former Lisa Stratton Postlethwaite, daughter of Mr. and Mrs. Alexander Lathrop Postlethwaite, and Mr. Leonard.

the area. She has taught a Sunday-School class in the Junior Department of Washington Boulevard Christian Church for several years and will serve as a Councilor the third week in June for the Chi Rho youth at Camp Wildurr near Silsbee, Texas for the area Christian Churches.

During her senior year, she worked as a freshman Biology assistant to Dr. E. S. Hayes, head of the Biology department and office assistant to Dr. Lewis Hilley, head of the athletic department of Lamar State College of Technology. She has also worked part-time for Dr. S. T. Wier, local physician and surgeon.

She has been accepted by the M. D. Anderson Tumor Institute of Houston, Texas to continue her studies in Exfoliative Cytology in co-operation with the National Cancer Institute. She will begin her work July 1st.

Mr. Zahn is an engineer with the Production Department in Beaumont.

ORANGE

Orange people vacationing recently were: Cherry Seales, Jo Masters, Mollie Mathews, and Beth Toney from accounting; Buck Wingard from sales, and C. R. Nantz. Fred King and his family are on vacation in Arkansas. His wife, Edna, an ex-Gulf Stater, recently finished some temporary work in accounting.

Mary Guillot, ex-Orange Gulf Stater, is working temporarily at her old job of cashier.

R. D. Godwin, Orange production, recently underwent major surgery. He is still in the hospital but progressing nicely.

Two new summer employees in Orange have reported for work. Ken Armstrong is in sales and Helen House, daughter of W. R. House, will be in accounting.



Miss Lisa Stratton Postlethwaite became the bride of Robert Addington Leonard at historic Stanton Hall, the former home of the bride's father's family, in Natchez, Mississippi, on May 17.

The bride is the daughter of Mr. and Mrs. Alexander Lathrop Postlethwaite Jr., and the groom is the son of Mr. and Mrs. H. C. Leonard of Baton Rouge. Executive Vice President Leonard is pictured above with his son and daughter-in-law.

The groom has an insurance agency in Baton Rouge, where the couple plan to make their home.

W. M. Gordon and family spent their vacation touring the Great Smokies. Mr. Gordon works in the Baton Rouge Electric Service Department.

Mr. and Mrs. S. J. Sylvest announce the birth of a son, **Donald Richard**, May 11, at the Baton Rouge General Hospital. Mr. Sylvest is a substation operator in Baton Rouge.

Others on vacation from the Electric Service Department are: **M. J. Cunningham**, **R. P. Mayeaux**, **R. U. Prince**, **G. Y. Harrington** and **J. W. Waldrup**.

—By *Virginia Yarbrough*

Marcus Andrews, superintendent of residential sales, spent a week's vacation last month just "loafing around the house." He and Mrs. Andrews also celebrated his 30th anniversary with the company by attending the Service Awards Banquet in Navasota.

Jean Doyon, sales floor, recently moved into a new home in Baker, Louisiana.

Jane Landry, daughter of **H. L. Landry**, industrial sales engineer, was elected president of the glee club at St. Joseph's Academy. Jane will also serve as head cheerleader there the coming school year.

Sara Holden, local office clerk in Denham Springs, left for a four week's vacation. She and her husband plan to go to Texas for a few days and spend the rest of the time just "roaming around."

Dolores Easley, sales department stenographer, celebrated her birthday, April 27.

Mr. and Mrs. George Covington announce the birth of a son, **Ray Lynn**, on May 14. Mr. Covington is a meter reader in our Baton Rouge Accounting Department.

Betty Lou Robbins, stenographer in the Accounting Department, was married to **John B. Didier Jr.**, at St. Aloysius Catholic Church in Baton Rouge, May 31. Mr. Didier is a student at Louisiana State University.

DeLois Howell was married May 30 to **David Rutledge** of Baton Rouge. They honeymooned in New Mexico. DeLois is in our Customers Accounting Department.

The Accounting Department welcomes a new employee, **Nita Wilson Heaslip**.

—By *Jackie Braud*



Faye O'Shaughnessy returned to work in the Credit Department April 21. Faye has two children, **Kathleen** and **Cynthia**.

Helen LaFour has been transferred to the Lake Charles transformer shop. She was replaced in the Accounting Department by **Hope Barnett**, from the Credit Department.

Melvina Kroll returned to work after being sick with the measles.

—By *Nancy Langley*

LAFAYETTE

Miss Lucille Ann Hopkins, 18-year-old daughter of **Mr. and Mrs. J. J. Hopkins**, is a graduate of Mt. Carmel High School. Mr. Hopkins is a line foreman.

Birthday greetings to **Denis Dugas**, **Allen Hernandez**, **Edwin Judice**, **Wilfred Duhon**, **Gerry Fournet**, **Douglas Provost**, and **Hugh Foreman**.

Mr. and Mrs. J. R. Peckham, Sr., are vacationing in Florida. Mr. Peckham is district superintendent in Lafayette.

The annual crawfish boil was held Friday, May 23, in the Lafayette substation yard. Heading the committee for the event were **Earl Broussard** and **Russell Bonnet**. Special thanks also go to **Bernard Wiltz**, **Claude Patin**, **Rufus Mier**, **Gerry Fournet**, **C. J. Rome**, **Cynthia Nolan**, and **Cynthia LaChaussee**.

John LeMoine is a new meter reader in the accounting department, replacing **John Smith**. **Mrs. Anna Hollier** is lending a helping hand to the accounting office. Welcome aboard!

Among graduates this spring are **Miss Nell Mitchell**, daughter of **Mr. and Mrs. A. B. Mitchell**. Nell, a petite brunette, is a favorite of her high school graduating class at Lafayette Senior High School. Mr. Mitchell, storekeeper, says Nell is planning on college in the fall.

Jacqueline Wiltz, daughter of **Mr. and Mrs. Bernard Wiltz**, is another Lafayette Senior High graduate. **Jacqueline** has won many honors during her school years, including the presidency of the Future Homemakers of America Club, reporter for the Newman Club, sweetheart of the F.H.A., outstanding student in home economics, and her most coveted award, the home economics award for outstanding president. Jackie's father is an appliance repairman first class.

—By *Cynthia Nolan*

JENNINGS



Bobby Waltrip

Bobby Waltrip, son of **Mr. and Mrs. Robert Waltrip**, won first place in the "Cutest Kid in Jennings" contest recently. Bobby, who is five, was judged on personality, looks and talent. Mr. Waltrip is in our Jennings T&D Department.



Johnny Siddall, **Bill Barksdale** and **Paul Hampton** get in the swing by spending their leisure time at the golf courses.

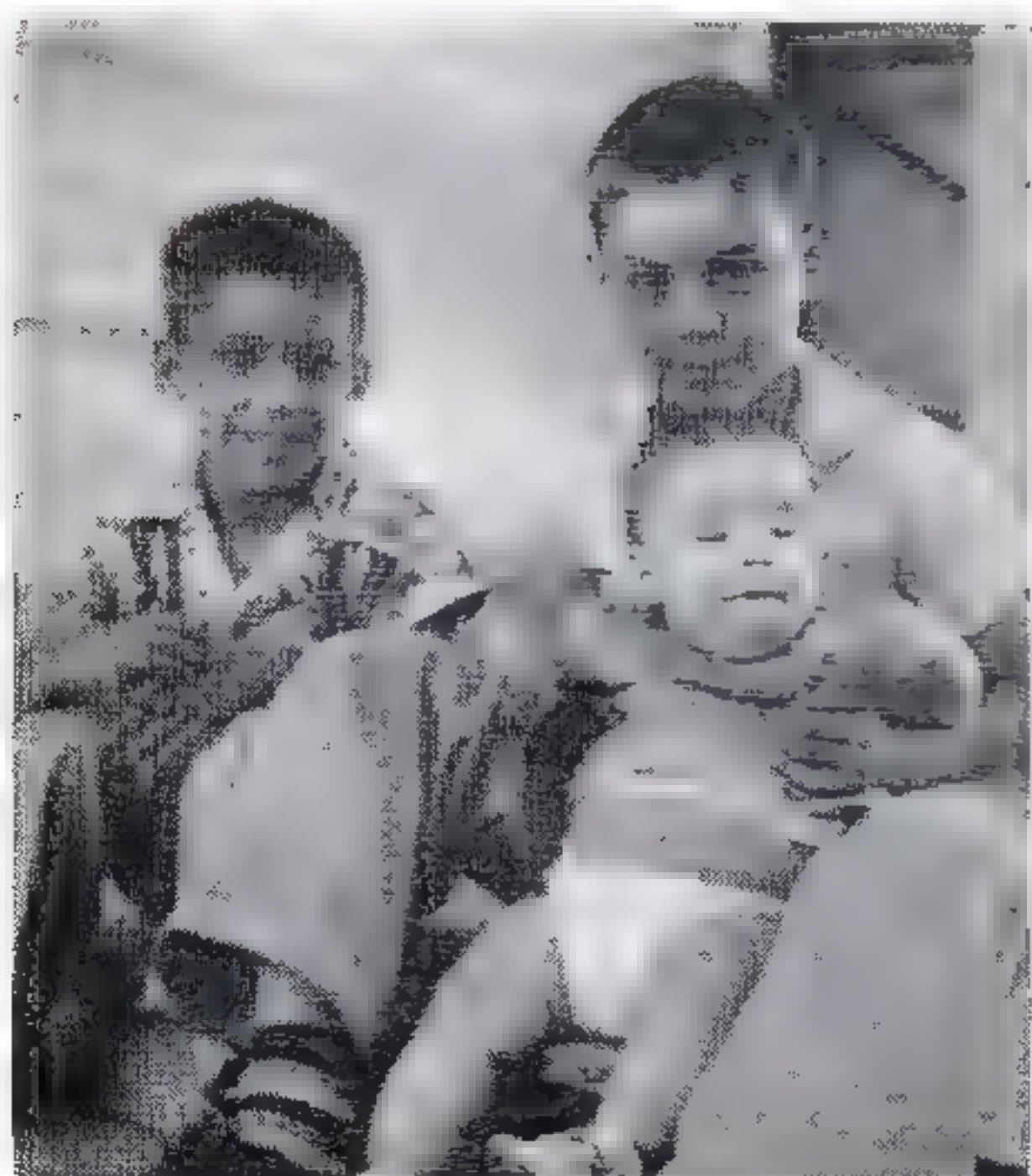
Wayne Dunham, producer of Port Arthur Little Theater's first musical-comedy, "The Boy Friend," really had to hustle on stage, for he was also in several numbers.

—By *Lorraine Dunham*

CROWING with Gulf Staters



Showing off her new dress is Patti Lynn Magee, two-year-old daughter of Mrs. Edna Earle Magee. Mrs. Magee works in the Customers Accounting Department in Baton Rouge.



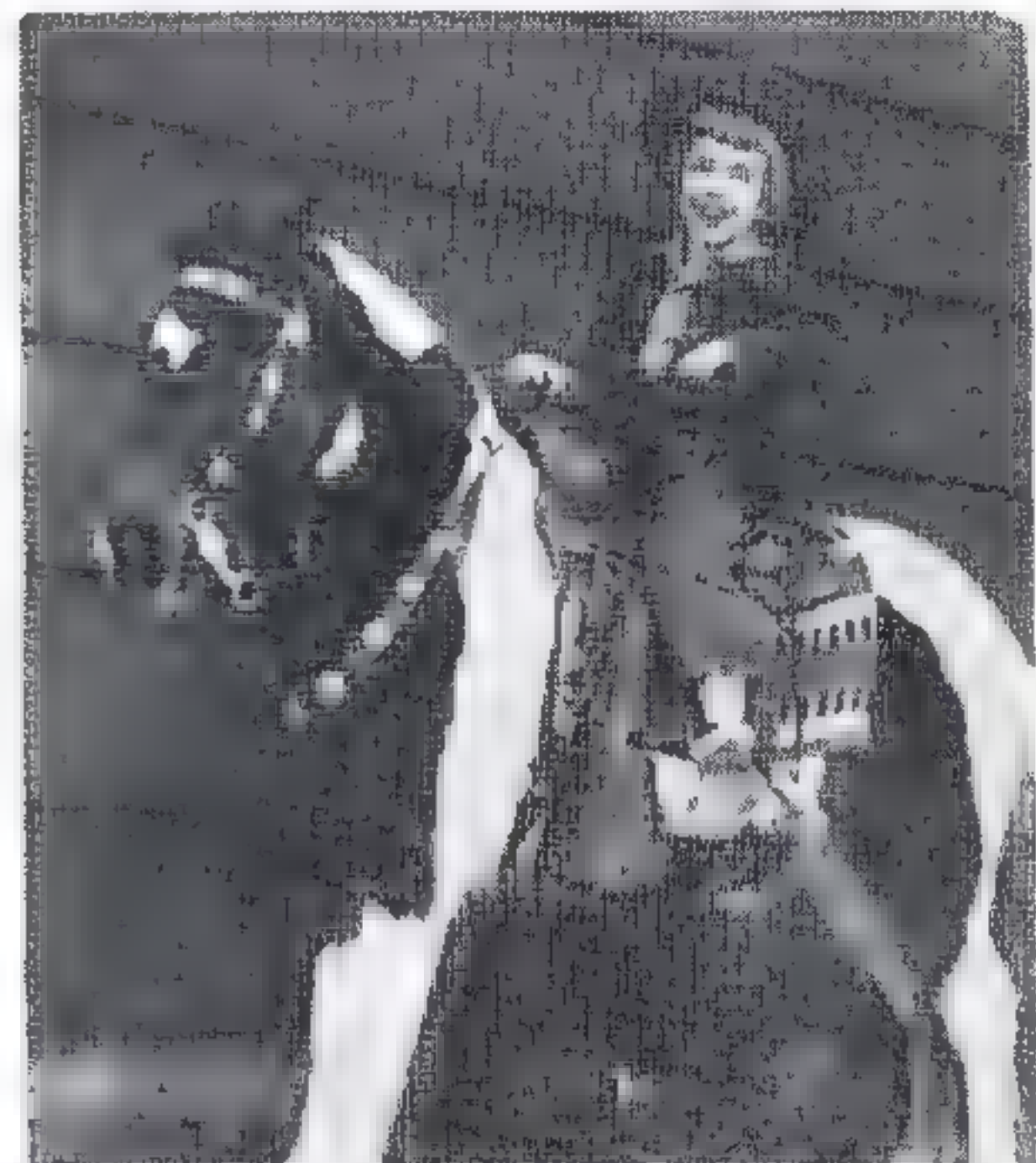
These three youngsters—Robert, six-years-old, Bernard, ten, and David, seven months—are the sons of Mr. and Mrs. Bernard Campo Jr. Mr. Campo is a senior meter reader in our Baton Rouge office.



The two dark-eyed cuties above are Joyce Ann, six years old, and James, eight months, children of Mrs. Mary Guillot, our cashier in Orange.



The young gentleman behind the big smile is Stephen King, son of Mr. and Mrs. Fred King of Orange. Mr. King is employed in our Line Department.



"I don't think you're going to take my picture," says Elizabeth Taussig, granddaughter of Mr. and Mrs. Walter House. Mr. House is our Orange sales supervisor.

Janice Koenig is the young cowgirl above. She is the four-year-old daughter of Mr. and Mrs. J. G. Koenig of Port Arthur. Mr. Koenig is a mechanic.



Carla Jean Cain and Pattie Lou Pettit, both age one year, are the daughters of Mr. and Mrs. W. A. Cain and E. E. Petit, both of the Beaumont T&D Department.

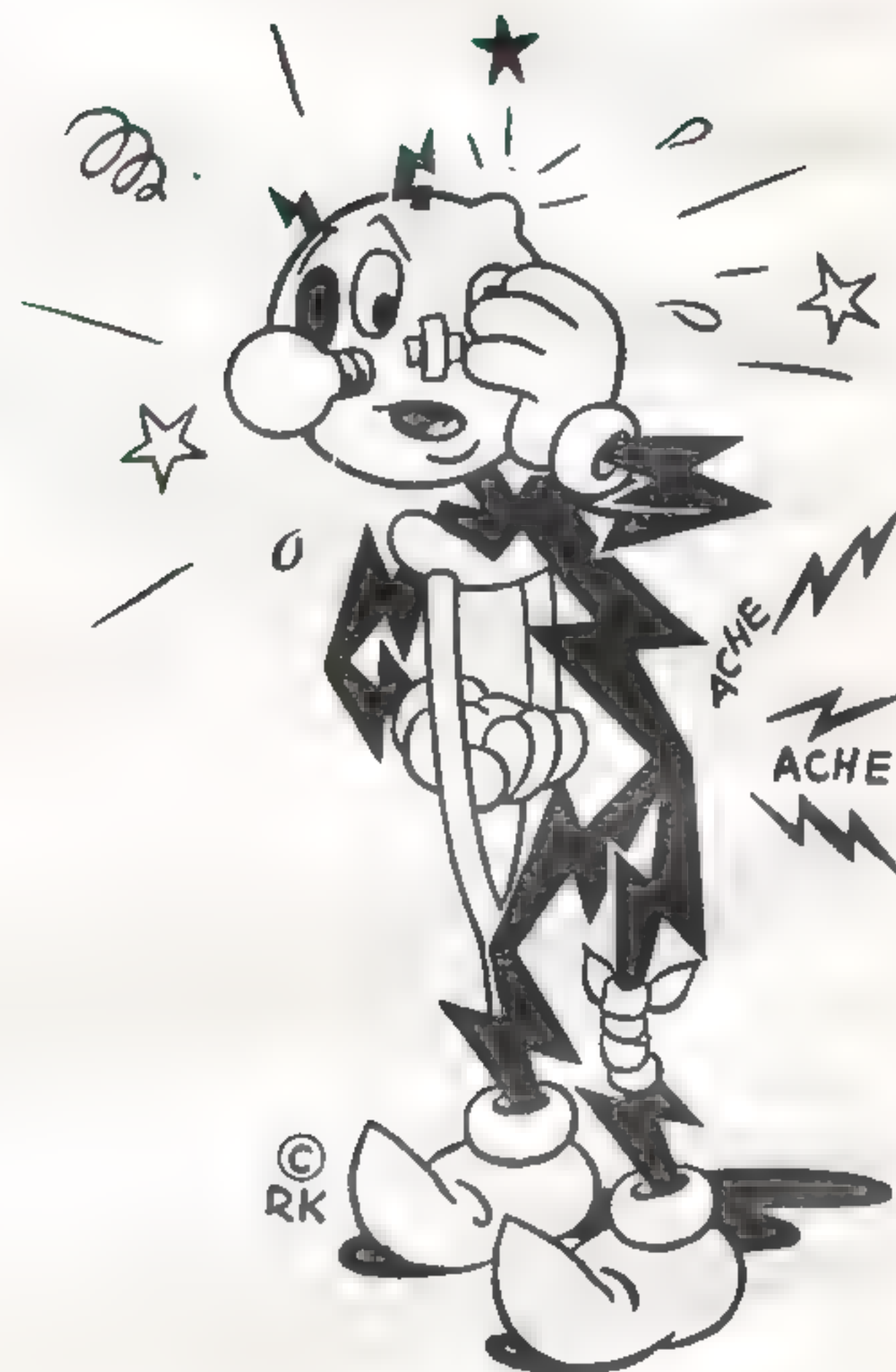
Second Month's Winners Announced In Safety Contest

Case Number 3

This month's case, worth five dollars to five employee winners is:

"While getting out of a Company car I accidentally closed the door on my thumb. Doctor says no bones were broken, but I will lose my thumbnail."

Send your ideas to Safety Director Frank Jones, Safety Department, Beaumont.



The winners of the second month's contest, sponsored by the Safety Department, on the employee who sprained his ankle by falling down stairs are:

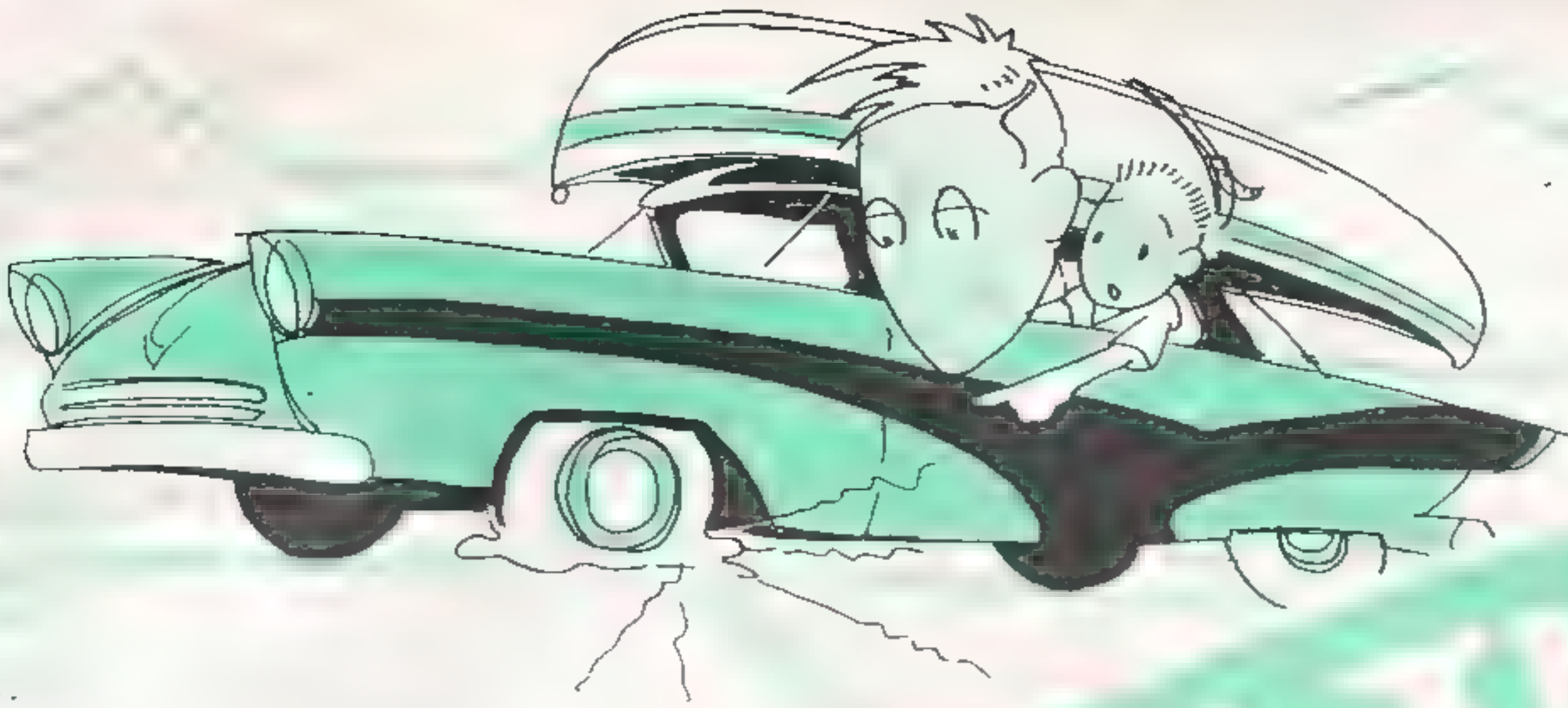
Yerby L. Hughes Jr., Baton Rouge Engineering Department — "To insure maximum safety, always use the hand rail and step cautiously when going up and down stairs."

Tom Whiddon, Beaumont Personnel Department — "Hold the hand rail, watch where you are stepping, and keep your mind on what you are doing. Be conscious of the danger."

Delbert Montgomery, Beaumont Sales Department — "Just think. Steps are made to walk up and down. So *walk* and take your time before you fall down."

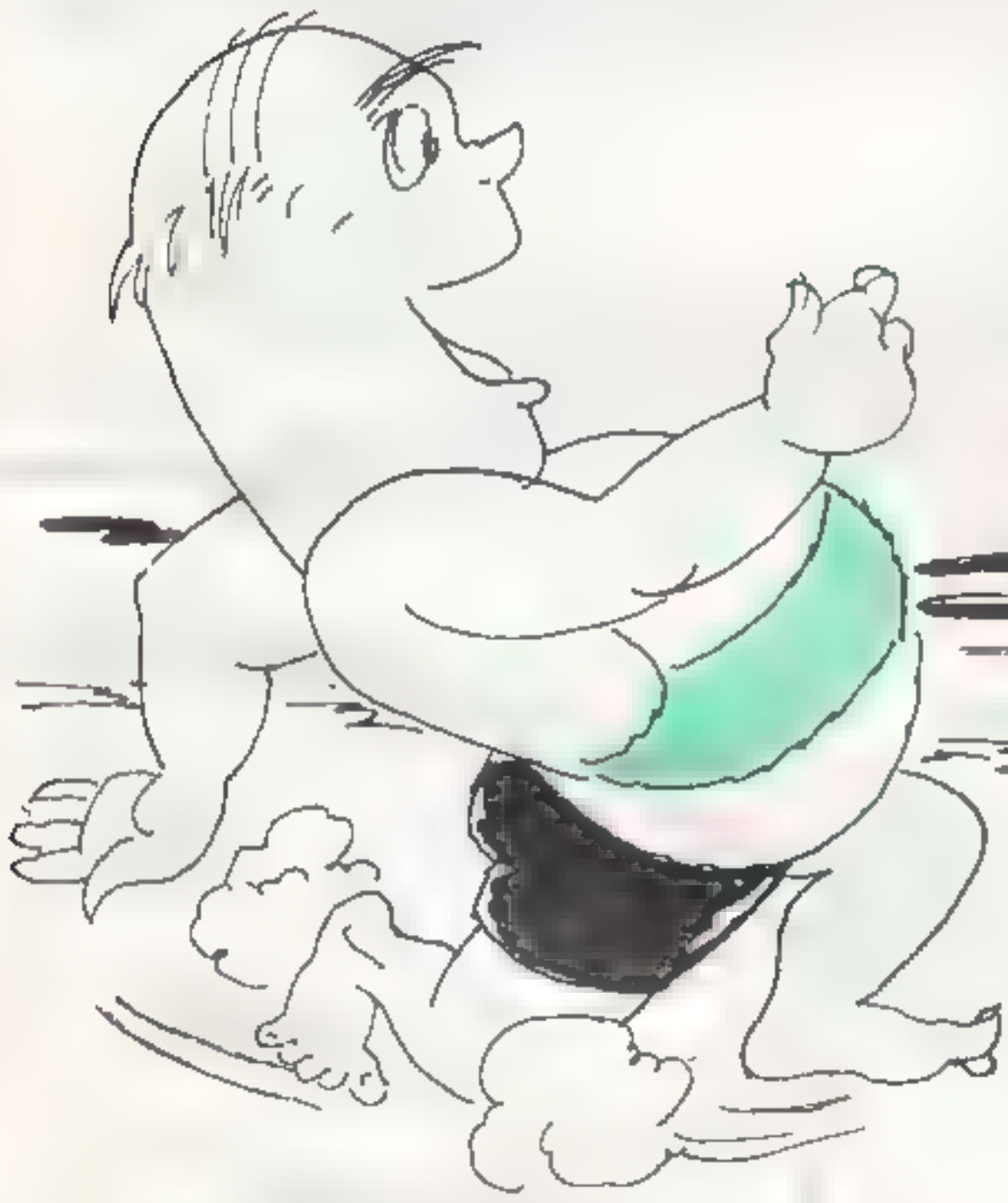
Jack Killough, Lake Charles Line Department — "Use the hand rail and be extra careful of footing when steps are wet."

W. L. Cazes, Baton Rouge Appliance Department — "I would have avoided the accident described in Case #2 of our May issue of PLAIN TALKS by using the hand rail and watching my step very carefully, knowing the condition of the steps, while walking down them."



CHECK YOUR CAR
WATCH YOUR DRIVING

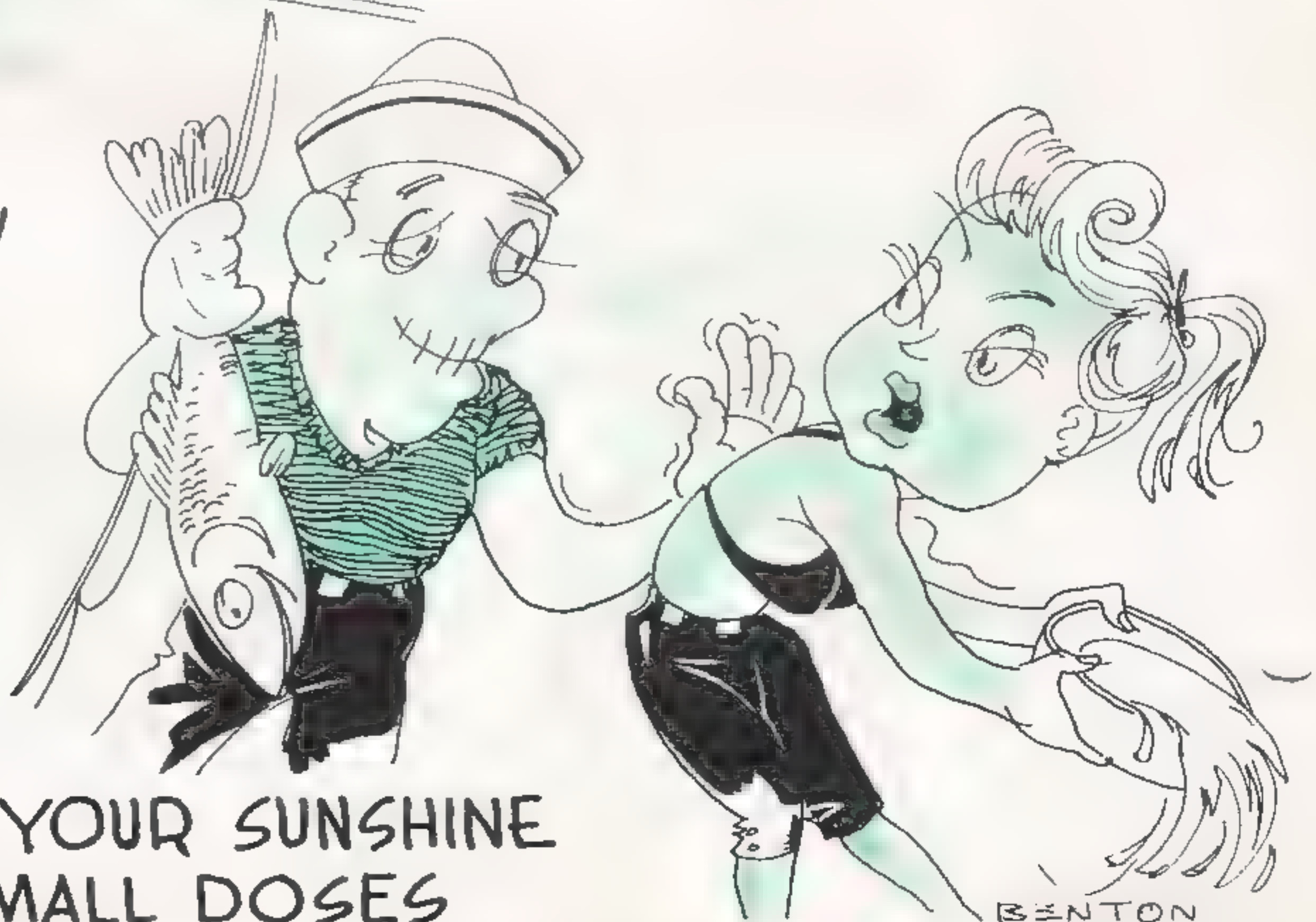
Take SAFETY along



DON'T TRY TO BE
A VACATION ATHLETE !



STAY SEATED
IN SMALL BOATS



TAKE YOUR SUNSHINE
IN SMALL DOSES

BENTON

St. Louis

PARADE



Louisiana's Evangeline Country

In Southern Louisiana, Industry And



**Salt,
Pepper,
Oil,
Tourists,
Romance,
Tradition**

This statue of Evangeline marks the grave of Emmeline Labiche, the "Evangeline" of Longfellow's poem. The statue was given to St. Martinsville, Louisiana, by movie actress Dolores Del Rio, who played the role in the early motion picture epic and was so impressed by the bayou area that she had the statue made.

Colorful History Go Hand In Hand

The Evangeline Country . . . Salt, Pepper Sauce and Paradise

JUST a few minutes by car southeast of our Lafayette District lies a region which annually attracts thousands of visitors from all parts of the earth for many different reasons.

The Evangeline Country in the southern portions of Louisiana is one of the most unusual areas in the world.

Consider for a moment:

1. Romantically, it is the setting for Longfellow's famous Evangeline poem written by a northerner who was never anywhere near St. Martinsville Parish.

2. Industrially, it is famous for its oil and natural gas resources, vast salt domes and as the home of the world-famous McIlhenny's Tabasco Sauce. (No raw-oyster eater would think of using any other sauce!)

3. Historically, the St. Martinsville area holds some of the nation's proudest traditions — where noble French, Spanish, and English bloodlines converge.

As a tourist attraction, the Evangeline State Park combines with magnificent Avery Island to form an unforgettable mecca for travellers from all continents.



An ancient bell, used in years gone by to summon the workers to meals, still hangs in the rear of the replica of the Louis Arceneaux home at the Evangeline State Park. Arceneaux was the "Gabriel" of Longfellow's poem.



Huge live oaks, festooned with moss, are nursed carefully in Louisiana's Evangeline State Park near St. Martinsville. This big tree in the park was just a slip when Columbus disembarked, some 500 years ago.

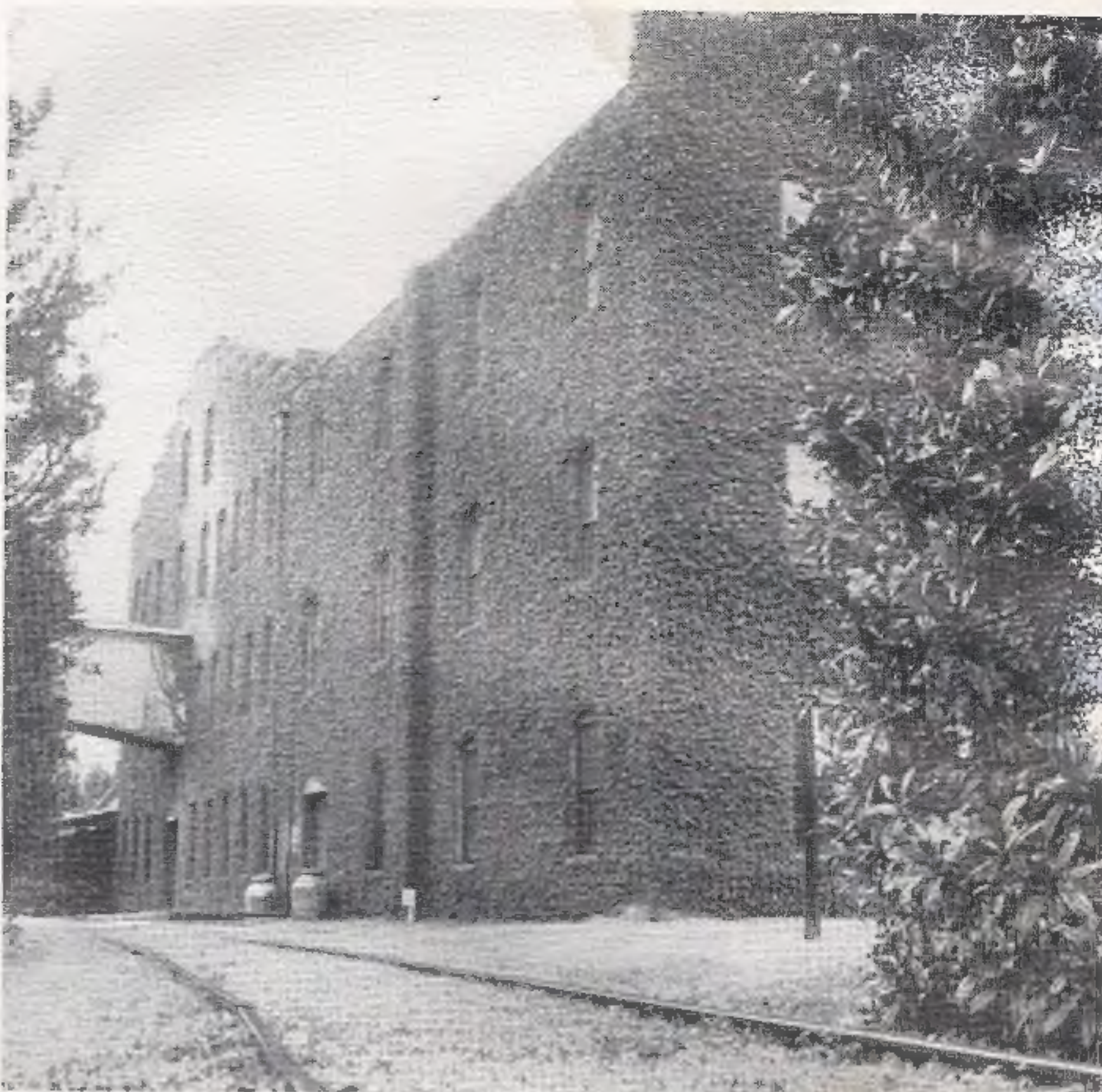


Horace "Toto" Lacombe, Lafayette district sales representative and a native of the Evangeline Country, pauses beneath the Evangeline Oak, meeting place of Emmeline Labiche and Louis Arceneaux. Longfellow himself never visited Louisiana.



This is the gate to the world famous Jungle Gardens at Avery Island, a short ride from Lafayette. The late Edward Avery McIlhenny, who died in 1949, was a great student of nature who brought in all sorts of wild plant and animal life to build the fabulous gardens. There is a 25 cent charge to visit the gardens.

Home of the world famous McIlhenny's Tabasco Sauce is this ivy-covered plant, which blends perfectly with the scenic beauty of Avery Island. The railroad tracks in the foreground deliver the sauce to New York, New Orleans and other distribution points where brokers take over for world-wide distribution.



Gulf Stater Lacombe visits the pepper plant foreman, Joseph DuBois, whose father was an Avery Islander before him. Most employees in the plant, salt mines and gardens have lived all of their lives on the island, which has first rate schools and churches.

A familiar sight to gourmets everywhere is the small bottle of McIlhenny's sauce. The island's pepper industry began in the 1880's and has flourished ever since. After the peppers are crushed, the sauce is placed in huge wooden barrels for two years of fermenting, covered by the island's salt. It is not touched for at least three years after the harvest. One barrel makes 35 cases of 72 bottles like this, or enough to last a large family (which likes its seasoning hot) over 200 years.





Oil wells are familiar sights on the island, which is really not an island but a large salt dome. Mr. Lacombe looks across one of the small lakes at a drilling rig in operation. When the well is completed, the oilmen landscape the area, plant grass, shrubs and vines and maintain it as carefully as horticulturists.

Evangeline

Legends are legion in the beautiful, bayou country where Emmeline Labiche and Louis Arcenau provided material for the love story with which Longfellow immortalized the area.

They say that the long festoons of moss which adorn the graceful old live oaks are not really moss at all. It seems that a young Indian maiden died. Her saddened mate hung a long lock of her hair in a tree where it grew and spread from tree to tree as the years passed. Soon the whole forest "mourned" with gray streamers of "Indian maiden" hair swaying in the soft bayou breezes.

Salt and Pepper

Further south are the fabulous salt islands, Weeks, Jefferson and Avery, where industry and scenic beauty are almost indistinguishable.

Beneath Avery Island, for instance, are vast stores of oil and natural gas. But after the oil drilling rigs are dismantled, the pumps which dot the island are carefully landscaped to blend into the setting. This landscaping does not just happen. It is a condition set by the McIlhenny family

which owns and controls the island.

As a result, the salt mining and oil industries have brought no scars but have actually contributed to the attractiveness of Avery Island.

Another and more unusual industry native to Avery Island is the production of hot pepper sauce. Pepper seeds were introduced to the island by Edmund McIlhenny, a son-in-law of Judge Daniel Dudley Avery for whom the island was named. Edmund was a great lover of highly seasoned foods. During the War between the States, salt was discovered on the islands and distributed to Confederate States. This brought Union forces to Avery Island, and it was desolated after the islanders retreated to Texas. After the War, Edmund found his pepper plants still growing and began experimenting with pepper sauce. The Yankee general administering South Louisiana tasted the tabasco sauce and persuaded Mr. McIlhenny to commercialize it. From that small beginning, McIlhenny's Tabasco Sauce has grown into a gourmet's delight in demand all over the world.

Floral Gardens

The success of the sauce restored the family's fortunes and the McIlhenny's began to beautify their be-

A good example of the blending of industry with the scenery at the island is this pumping station set among the large live oak trees. A casual visitor stands a good chance of missing the industrial areas, due to the orderly landscaping and housekeeping throughout the island.



loved island. One of Edmund McIlhenny's four sons, Edward Avery McIlhenny, was a brilliant naturalist, who worked tirelessly to make the island a wonder for nature lovers.

Today, many types of oriental bamboo, azaleas, camellias, fruits and shrubs of many varieties flourish in the famous Jungle Gardens. "Mr. Ned," as Edward was known, built Bird City, which has been a haven for hundreds of thousands of birds of all kinds. He introduced the nutria to the island, and the South American fur-bearer has since multiplied and spread throughout the South Louisiana marshes where it is trapped for its fur.

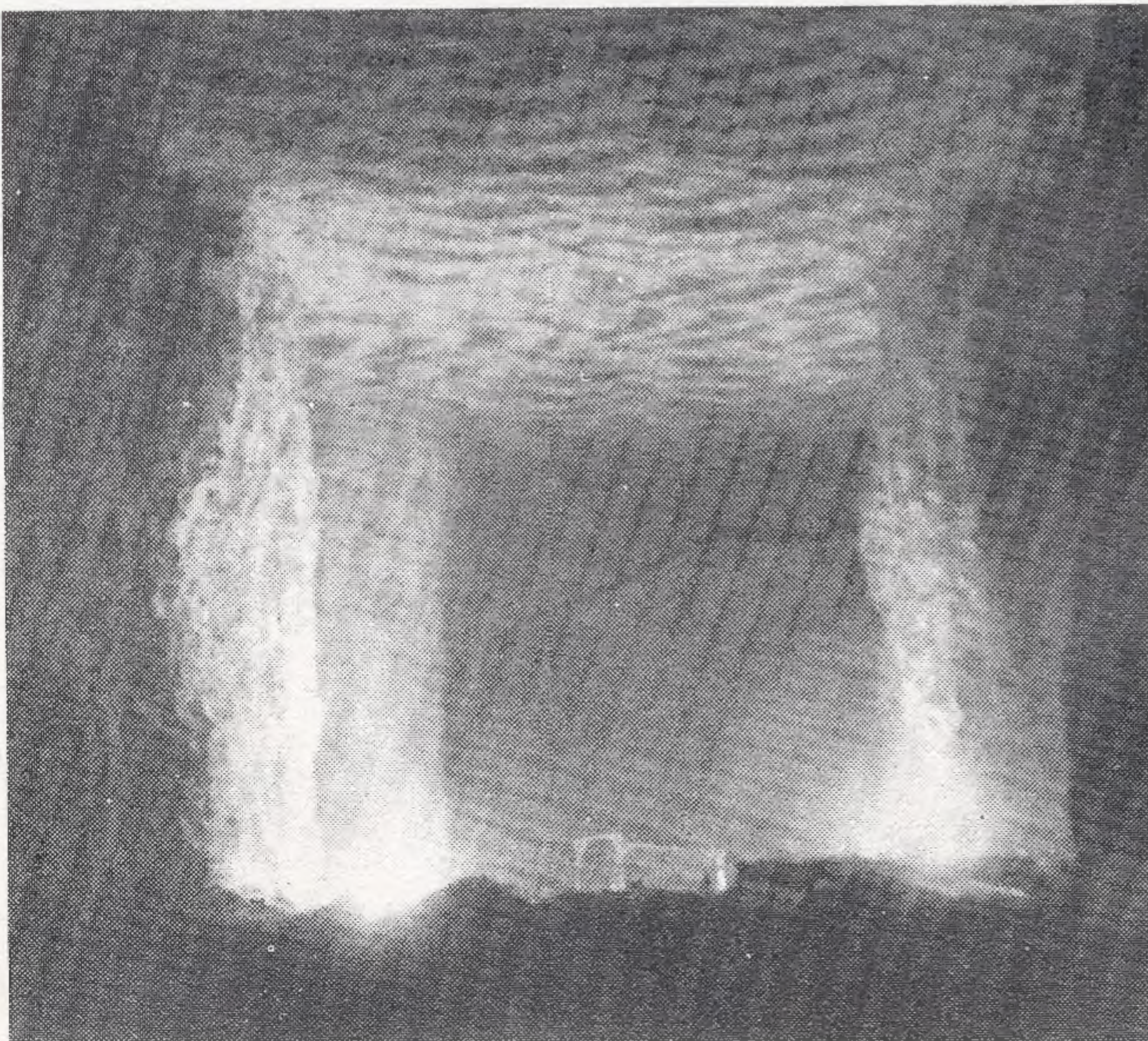
There are other attractions at the "wonder island"—huge alligators have their own fenced-off pond, an 800-year old Chinese Buddha reigns over a temple which could have been transported intact from Asia, and carefully tended roads wind under centuries-old live oak trees.

In the parade of unusual customers served by our Company throughout this 28,000 square mile Texas-Louisiana area, Avery Island stands alone. Where else on one visit could you



This is the abandoned salt plant, converted from an old Spanish Fort. The Spanish government at one time held sway over the South Louisiana territory. After them came the French and the island was known as "Petit Anse Island."

And far below are these huge salt caverns, 500 feet below the earth's surface. Here salt miners take out 90 per cent pure salt. Salt has been obtained from the island since 1790, and mined since the early days of the War Between the States, when the rock salt was discovered by a young McIlhenny. After almost a century the supply has scarcely been dented. We serve three other salt areas nearby, at Weeks Island, Jefferson Island and Anse La Butte.



pick up a handful of salt, a bottle of world-famous tabasco sauce, a can of crude oil and, most important of all, a memory of breath-taking beauty seldom seen on this planet?



Like the old cigar stand Indian statue, the horse and buggy is fast vanishing from the American scene. One of the last areas where the old rigs are still in use is the Evangeline country around our Lafayette district, where scenes like the above, while not commonplace, are still fairly frequent. According to some long-time residents of the area, a rich moneylender's hatred of the new-fangled automobile is partially responsible for the large numbers of buggies still rolling along the byways around Scott, Church Point, Abbeville, DelCambre, Burke, Cade, Charlotte and Codeau. This oldtimer refused to loan money to any farmer who owned an automobile, so the farmers bought buggies . . . and kept them. Like other legends of the area, this makes good conversation. But it's a fact that the thousands of cars which compete for running room on highways are the main reasons for the gradual disappearance of this bit of Americana.